

REGIONAL REPORT ON HIV/AIDS 2004



BUREAU FOR DEVELOPMENT POLICY AND THE REGIONAL HIV AND DEVELOPMENT PROGRAMME, ASIA PACIFIC



## TRANSFORMATION ACROSS BORDERS

ADDRESSING HIV/AIDS  
IN THE ASIA PACIFIC REGION

The Answer Lies Within

# Table of Contents

Foreword by Hafiz Pasha and Shoji Nishimoto.....	<b>1</b>
Introduction by Monica Sharma and Sonam Yangchen Rana.....	<b>2</b>
Overview.....	<b>6</b>
Leadership for Results: Creating an Enabling Environment.....	<b>10</b>
Results: The Big Picture.....	<b>12</b>
Meeting the Governance Challenges: Strengthening National Responses.....	<b>14</b>
Addressing Gender and Power Relations.....	<b>22</b>
Addressing Stigma and Discrimination.....	<b>24</b>
Beyond Borders: Addressing HIV/AIDS and Migration.....	<b>28</b>
Taking Action to Stop Trafficking.....	<b>30</b>
Care and Support for People Living with HIV/AIDS.....	<b>32</b>
Networks of Hope: Greater Involvement of People Living with HIV/AIDS.....	<b>35</b>
Mobilising Artists and the Media: Breaking the Silence and Beyond.....	<b>39</b>
Partnerships for Results.....	<b>43</b>
UNDP and the HIV/AIDS Workplace Initiative.....	<b>47</b>
The Way Forward.....	<b>49</b>
Sources and Resources.....	<b>52</b>

# Foreword

Measuring success is not always easy, particularly when dealing with the enormous and complex challenges of HIV/AIDS. Since the United Nations General Assembly Special Session (UNGASS), when the world set the direction to respond to this epidemic, significant results have been achieved in the Asia Pacific region. This report takes a look back at UNDP's work in the Asia Pacific region and identifies the successes that have helped make a difference in the lives of people living with and affected by HIV/AIDS.

In this diverse region, where every nation faces its own unique challenges, there are a number of common themes that transcend borders such as trafficking, networking of people living with HIV/AIDS, mobility and migration. UNDP has addressed these themes through several region-wide initiatives as well as through the overall strategy of the Leadership for Results programme that includes Leadership and Capacity Development, Development Planning and Implementation and Advocacy and Communication.

These successes in the movement to halt and reverse HIV/AIDS have set the stage for UNDP to move further and build on the strengths that the initiatives have generated in five ways.

Firstly, as we move towards 2005 and beyond, UNDP will continue to support development partnerships for concrete action between governments, civil society and the private sector, using methodologies from the Leadership for Results programme.

Secondly, building on our programmes in China, India, Nepal, Cambodia, Malaysia and Papua New Guinea, we will continue to generate innovative initiatives to address the governance challenges in response to the epidemic both at the national and decentralized levels.

Thirdly, the gender dimension of the epidemic will continue to be a central concern and focus. Today, gender and power relations are being discussed openly for the first time in many communities and women have become increasingly active in the response. While trafficking remains a serious problem, it has been curtailed in many places and its opponents are becoming more vocal. However, we will need to do a lot more in this area through inspiring media to break the silence, challenging trafficking and supporting movements for gender equality.

Fourthly, involving people living with HIV/AIDS and engaging them in the movement to address silence and denial will continue to be a key strategic dimension of UNDP's work to create a truly enabling environment free of stigma and discrimination. UNDP has supported people living with HIV/AIDS to come together to form groups and networks that extend across the Asia Pacific region.

Finally, we will need to generate innovative strategies to scale up and enhance the programmes that have begun so promisingly in so many countries in the region.

This report seeks to capture some of the achievements and successes of UNDP's work in the Asia Pacific region. We would like to share our accomplishments with our colleagues and partners who have worked with us to make this possible and hope that the results that have been generated will provide the inspiration to continue these initiatives in the coming years.



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Hafiz Pasha



Shoji Nishimoto

UNDP's unique approach taps into the collective potential of individuals, communities, and nations in order to meet the challenges of HIV/AIDS.

# Introduction

## A Unique Response to HIV/AIDS

**The Asia Pacific region currently has the second-largest HIV/AIDS epidemic in the world, and the number of people infected and affected by the epidemic continues to grow.**

Now, more than ever, a transformative approach is needed to address the epidemic from all levels: not only by reforming the systems and structures that are set up to deal with HIV/AIDS, but also by examining the underlying causes that fuel its spread. In Asia and the Pacific region, addressing gender and power relations and pervasive stigma and discrimination, as well as confronting trafficking, is vital to developing appropriate responses to the epidemic. The key challenge for the UN system as a whole is to move from focusing primarily on analysis and information to generating a response with measurable results. Building partnerships for results with all stakeholders is critical in order to ensure sustainability and ownership of the response. These partnerships have generated over 250 major breakthrough initiatives that have reached thousands directly and millions of people indirectly. Most importantly, the HIV/AIDS response is about people—it is about tapping human potential. Through a synergistic framework—leadership development, community capacity enhancement, arts and media, and development planning and implementation—Leadership for Results has made a measurable impact on all areas of society.

### Addressing Underlying Causes

How can people address these invisible yet pervasive factors—the attitudes, beliefs, values and deep feelings that lie behind everyday behaviour? The task facing UNDP and other partners working in the region has been to look beyond the twenty-year history of AIDS in Asia Pacific and seek new answers to the questions it poses. The conclusion they have reached is simple yet profound: **the answer lies within...** within individuals, societies, governments, and institutions. By mobilising leaders and stakeholders to examine the root causes behind the epidemic—including their own values and beliefs—and by creating an enabling environment in which stakeholders can become empowered to take action, UNDP's unique approach taps into the collective potential of individuals, communities, and nations in order to meet the challenges of HIV/AIDS. By addressing gender and power relations in a region where women often have no voice in policymaking or private life, both men and women gain a deeper understanding of how power imbalances affect the spread of HIV/AIDS, and how the empowerment of women can make a vital difference in the response. For example, the South Asia Court on the Violence of Trafficking and HIV/AIDS provided women with a platform for sharing their experiences and developing partnerships for action. In addition, Leadership for Results' initiatives

to address stigma and discrimination are unique because they start with the self-asking individuals to examine their own beliefs and reflect on how they can do things differently. For example, a meeting between a sex worker and a government official in Cambodia represented a major breakthrough, allowing the official to re-think his views about people living with HIV/AIDS (PLWHA) and change policy. This approach represents a significant shift in the response to HIV/AIDS, and has already produced extraordinary results.

### **Strengthening Policies, Systems and Structures**

UNDP continues to support governments, producing National Human Development Reports that discuss development impacts. In addition, Leadership for Results makes a measurable impact on the systems and structures that respond to HIV/AIDS, through breakthrough initiatives that address key challenges. For example, funds were transferred from the national to decentralized levels for effective programme implementation. By empowering members of government and civil society to create energised and sustainable programmes for care, support, and testing, as well as outreach for vulnerable groups, Leadership for Results helps to create a holistic response to the varied challenges of the epidemic. For example, the leadership development programme (LDP) held in India for PLWHA led to a shift in policy by the Indian government to acknowledge their rights. UNDP also addresses issues of migration by strengthening cross-border collaboration: for example, in the development of an Early Warning Rapid Response System among countries in the Greater Mekong Sub Region. It has also worked to strengthen the systems that deal with trafficking of women and girls, by partnering with many NGOs including Maiti Nepal and STOP.

### **Creating Partnerships for Results**

Leadership for Results provides a platform for building partnerships between key stakeholders who can work together to make a difference. By taking a stand to make a difference individually, and thereafter forming coalitions for action between governments, non-governmental organizations (NGOs), the private sector, faith-based organizations (FBOs), and arts and media, a synergy is created that strengthens the response to HIV/AIDS and promotes the achievement of other development goals. For example, the successful partnership “HIV & You” in India brought together UNDP, a private corporation, and a PLWHA group to provide education and outreach to factory workers. In addition, many civil society organization (CSO) partners have given frontline programme responsibilities and positions to positive trafficked survivors, many of whom now represent the CSOs and UNDP in national and international forums. Other partnerships include important regional efforts such as networks of PLWHA and cooperation across borders to deal with migration.



Jury members at the South Asia Court of Women

**Leadership for Results provides a platform for building partnerships between key stakeholders who can work together to make a difference.**

**With its governance mandate, UNDP is well-positioned to make an impact on the development of HIV/AIDS policy and to promote leadership at all levels.**



Women in Malaysia participate in council meetings

### **Empowering Institutions to Create Breakthrough Results**

With its governance mandate, UNDP is well-positioned to make an impact on the development of HIV/AIDS policy and to promote leadership at all levels. UNDP's Human Development Reports are an excellent entry point for generating dialogue on HIV and development. Today we are being called upon to move beyond making the case for HIV/AIDS to generating a response—and we are uniquely placed to respond to this challenge. UNDP has worked with governments to strengthen national responses by implementing effective policies, integrating HIV/AIDS into the plans of all sectors of government, and fostering partnerships. By involving leaders at all levels and addressing institutional inertia, the Leadership for Results programme helps nations build capacity and promotes ownership of HIV/AIDS as an issue affecting everyone. One breakthrough initiative from Nepal that has had enormous reach has been the introduction of HIV/AIDS into the curricula of police and army recruits, which is estimated to reach 7,000 recruits per year, in addition to their families and peers.

### **HIV/AIDS is About People**

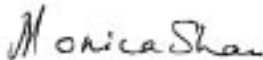
The Leadership for Results Programme recognizes that HIV/AIDS is not only about a virus—it is about fundamental human behavior and our relationships with each other. The central premise of Leadership for Results—that the answer lies within—is the key to its success in tapping the potential of individuals. Examining relationships, reforming systems and structures, building partnerships, and energizing institutions—all of these endeavours are really about individuals and their interactions with each other. In order to respond effectively to HIV/AIDS, it is essential to include the voices of people from all levels and sectors of society, including PLWHA. Many success stories have emerged from Cambodia, where the community capacity enhancement (CCE) process has led to villages creating support systems for PLWHA. In Malaysia, CCE resulted in women being allowed to take part in council meetings in a traditional Muslim village.

### **What this Report is About: Alignment in Action**

Prior to UNGASS, UNDP piloted many initiatives across the world. Post-UNGASS, where strategies were defined by governments, the UN system needed to redefine itself to support the new strategic directions. UNDP's unique niche is its governance mandate, its ability to develop institutional capacity, as well as to mobilize a wide spectrum of stakeholders. This resulted in the development of a concrete strategic direction for the organization. This was approved by the Executive Board and was defined under UNDP's Strategic Results Framework (SRF) and Multi-Year Funding Framework (MYFF). This process was undertaken through wide consultations outside UNDP, with stakeholders including other UN partners, governments, civil societies, etc. UNDP's service lines on HIV/AIDS are leadership

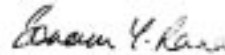
## INTRODUCTION: A UNIQUE RESPONSE TO HIV/AIDS

and capacity development, development planning and implementation, and advocacy and communication. The Leadership for Results programme brings these elements together through its enabling environment, which strengthens capacity at national and regional levels. This report provides an overview of the important work UNDP has done in Asia and the Pacific over the last three years, detailing the breakthrough results that contribute to effective national and regional responses to HIV/AIDS. This is not an exhaustive list. Many innovative activities are occurring across the region that have not been recorded here, but which are included in the many publications referenced at the end of this document. The results described here represent a broad spectrum of initiatives that unleashed the process of transformation across the region.



**Monica Sharma**

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**Breakthrough results contribute to effective national and regional responses to HIV/AIDS.**



The HIV/AIDS epidemic is growing at an alarming rate.

Over the past twenty years, the epidemic has grown, spreading across borders and throughout nations, to small villages and crowded cities, affecting men and women, children and the elderly.

# Overview

## HIV/AIDS is not new to the Asia Pacific region.

Over the past twenty years, the epidemic has grown, spreading across borders and throughout nations, to small villages and crowded cities, affecting men and women, children and the elderly. Although HIV/AIDS has mainly been concentrated within high-risk populations such as sex workers and injecting drug users, increased mobility and trafficking have brought the virus into the mainstream population. In the two most populated countries in the world, India and China, the epidemic is growing at an alarming rate. In India, about 5.1 million (2.5 – 8.5 million) people were HIV-positive by the end of 2003, and it is estimated that HIV will be the largest cause of adult mortality this decade.<sup>1</sup> In China, health officials estimated that approximately one million people were living with HIV/AIDS by the end of 2002.<sup>2</sup> In Southeast Asia, Cambodia, Thailand, and Myanmar have experienced serious nationwide epidemics. Prevalence rates in Cambodia and Thailand have remained steady recently in response to strengthened national prevention and education efforts, but many groups remain vulnerable. In Myanmar, there is the threat of a very serious epidemic, as the number of HIV cases continues to rise. The Pacific region has also experienced the spread of HIV/AIDS across its diverse and scattered territory, with Papua New Guinea presenting the highest reported infection rate (estimated at 0.6 percent<sup>3</sup>).

## Asia: HIV and AIDS statistics and features, end of 2002 and 2004

	Adults and children living with HIV	Number of women living with HIV	Adults and children newly infected with HIV	Adult prevalence (%)	Adult and child deaths due to AIDS
<b>2004</b>	8.2 million [5.4–11.8 million]	2.3 million [1.5–3.3 million]	1.2 million [720 000–2.4 million]	0.4 [0.3–0.6]	540 000 [350 000–810 000]
<b>2002</b>	7.2 million [4.6–10.5 million]	1.9 million [1.2–2.8 million]	1.1 million [540 000–2.5 million]	0.4 [0.2–0.5]	470 000 [300 000–690 000]

Source: UNAIDS, AIDS Epidemic Update, December 2004

<sup>1</sup> UNAIDS, AIDS Epidemic Update, December 2004.

<sup>2</sup> www.unaids.org

<sup>3</sup> UNAIDS, AIDS Epidemic Update, December 2004.

## OVERVIEW

Leaders in Asia Pacific face many unique challenges in their efforts to halt and reverse the spread of HIV/AIDS by 2015. Many of these challenges are visible and quantifiable: an increasing number of people migrating for work, a troubling rise in the trafficking of human beings, the shift from an agricultural to an increasingly industrial economy, and a dense population. Others challenges are less easy to measure: traditional power imbalances that leave women particularly vulnerable, deep-rooted stigma and discrimination against people living with HIV/AIDS, negative or inaccurate media messages about the epidemic, and a feeling of helplessness that leads many people to conclude that there is nothing they can do to make a difference.

Across this diverse region, voices for change are growing louder, leaders from all levels of society—from the smallest village in India to the most populous cities in China—are emerging, and messages of hope are being transmitted across the airwaves, through the written word, and on film screens. These voices are also being translated into action within government and civil society. This seismic shift has been brought about through UNDP's groundbreaking programme, Leadership for Results, which has been introduced in over twenty-six countries worldwide and has had a significant impact in Asia over the past three years. Along with several region-wide initiatives, Leadership for Results generates hope, transformation, and results that go beyond borders.

With its mandate to address the governance issues surrounding HIV/AIDS, UNDP is uniquely positioned to take on the challenge of strengthening national and regional capacities for dealing with the epidemic. Through leadership and capacity development, development planning and implementation, and advocacy and communication, it addresses HIV/AIDS at multiple levels in order to achieve a measurable impact. By working within the framework of national and regional responses, UNDP partners with governments, non-governmental organizations, community- and faith-based organisations, and the private sector to produce a sustainable transformation. Acknowledging that HIV/AIDS threatens to hinder the urgent development goals outlined in the UNGASS Declaration on HIV/AIDS and in the Millennium Development Goals (MDG), the Leadership for Results programme and other initiatives respond to the epidemic as an issue affecting all aspects of development. In addition, Leadership for Results' emphasis on examining underlying causes as well as the structures that govern people's lives gives it the flexibility to be applied to other development issues as well. This is important given the interconnectedness of many of the challenges facing developing nations. Therefore, although Leadership for Results is primarily concerned with MDG 6, it also has a measurable impact on other goals, including MDG 1, 3, and 8.

**Across this diverse region, voices for change are growing louder, leaders from all levels of society are emerging, and messages of hope are being transmitted across the airwaves, through the written word, and on film screens.**



A community in Cambodia comes together to talk about HIV/AIDS

**UNDP fosters an enabling environment in which individuals and systems can act to produce lasting and effective responses to the epidemic.**

## OVERVIEW

### **Millennium Development Goals by 2015:**

1. Eradicate extreme poverty and hunger.
2. Achieve universal primary education.
3. Promote gender equality and empower women.
4. Reduce child mortality.
5. Improve maternal health.
6. Combat HIV/AIDS, malaria and other diseases.
7. Ensure environmental sustainability.
8. Develop a global partnership for development.



In Malaysia, leaders from different sectors strategise on HIV/AIDS.

UNDP fosters an enabling environment in which individuals and systems can act to produce lasting and effective responses to the epidemic. The Leadership for Results programme consists of leadership development, community capacity enhancement, arts and media initiatives, and development planning and implementation. This programme has been implemented so far in Cambodia, China, India, Malaysia, Nepal, and Papua New Guinea, with extraordinary results. Within this framework, UNDP has been able to influence legislation and trade policies, and has served as principal recipient of GFATM grants within several countries, as well as providing support to recipients in other countries. It has also implemented the We Care programme to support UNDP staff members living with and affected by HIV/AIDS. Finally, it is committed to the Greater Involvement of People Living with HIV/AIDS (GIPA). Several regional conferences for government planners and for PLWHA have been held across the region with support from UNDP.

As a complement to the Leadership for Results programme, three important initiatives address regional and cross-border issues. First UNDP's Regional HIV and Development Programme for South and North East Asia (REACH Beyond Borders) brings together thirteen countries in south and northeast Asia in response to the epidemic. REACH focuses on four main areas, in accordance with UNDP's mandate as stated in the 2004 MYFF and SRF: Advocacy, Communications and Outreach, Mobility and HIV/AIDS, Capacity Development and Leadership, and GIPA and Human Rights. By working within the Leadership for Results framework it has made a measurable impact in all of these areas. In addition, the UNDP South East Asia HIV and Development Programme (SEAHIV) addresses the epidemic in the Greater Mekong Sub Region, and the Regional STI/HIV/AIDS and Development Programme works with countries in the Pacific region.

Leadership for Results is much more than the sum of its components and frameworks, however. This synergistic process allows for multi-sector, multi-level activities that together form a powerful response to the challenges of HIV/AIDS.

## OVERVIEW

Leadership for Results works with governments and regional planning committees, enacting change through legislation and policy at the highest levels. At the same time, it reaches out to the smallest communities, the most marginalized populations, the individuals whose names and faces are hidden from the public eye. It is gender-sensitive, empowering women to lead and men to take an active role in supporting them. It ensures that the voices of PLWHA—who will be directly affected by the policies enacted by governments—are included at every step of planning. By involving all of these people, it has unleashed a powerful movement whose impact can be felt at all levels of society. This movement is made possible by the creation of an enabling environment in which everyone's voice is heard and acknowledged, and even the smallest efforts can lead to enormous results. Finally, by giving people the space to reflect on the root causes of the epidemic in their communities, Leadership for Results creates the potential for transformation from within.

**Giving people the space to reflect on the root causes of the epidemic in their communities creates the potential for transformation from within.**



Muny Vansaveth, a Buddhist monk, participates in a village meeting in Cambodia.



The Leadership for Results programme was a huge success in Nepal

**The answer lies within people, societies, organisations and governments...**

# Leadership for Results

## Creating an Enabling Environment

The success of UNDP's programmes in Asia Pacific has shown the importance of a synergistic response to HIV/AIDS, in which individuals and groups come together to spark a transformation of attitudes, norms, and values—rather than merely addressing external factors. This response is achieved through the creation of an enabling environment in which leaders, community members, organisations and institutions can identify the root causes of the epidemic and take action to address them. The unique concept behind this enabling environment is the idea that **the answer lies within people, societies, organisations and governments**. It relies on the principle that everyone has the potential to be a leader, and that in order to transform systems and structures, it is necessary to begin with the self.

### What is an Enabling Environment?

- Leadership and capacity development
- Community conversations—people's voice for policy
- Development planning and governance—inclusive and empowering at national and local level
- Arts and media—generating new icons in society and for social change
- Legislation and rights protected
- Access to treatment: trade policies
- Advocacy and action for vulnerable groups: addressing migration and HIV/AIDS
- Resource environment—human capacity development and financial resources
- CSO strengthening
- Policy dialogue and National Human Development Reports
- We Care—Supporting our own staff

Within this enabling environment, UNDP works along the service lines outlined in the SRF and the MYFF in order to promote good governance and achieve concrete results. Leadership and capacity development, development planning and implementation, and advocacy and communication are addressed through the four components of the Leadership for Results programme. The transformative Leadership Development Programme (LDP) brings together leaders from all levels of society for action learning sessions held over the course of a year at which they discuss the factors influencing the spread of the epidemic and develop new strategies for action. Working in groups, they develop breakthrough initiatives, which they implement in between sessions. These initiatives are designed with several criteria in mind: leverage, visibility, measurability, and the demonstration

of short-term results, as well as sustainability. They must also constitute a shift from “business as usual.” This individual empowerment leads to increasingly effective institutional responses, as participants bring the insights they have developed back to their workplaces. In addition, many people who attend the LDP talk to their families about the issues they have discussed, thus transforming family relationships and attitudes toward HIV.

In the same way, communities are empowered through Leadership for Results’ Community Capacity Enhancement (CCE) component, which focuses on community conversations as a basis for developing localised responses. These conversations bring together whole communities and create a safe space for reflection on the key issues driving HIV/AIDS. After reflection stimulated by strategic questioning, the community decides how to develop responses to the issues they have identified. Such responses are effective and sustainable because they are created and owned by the communities themselves.

Arts and media initiatives bring HIV/AIDS into the public discourse through print, radio, and TV programmes and ads, as well as theater, visual arts, and music. These initiatives fill an essential gap by strengthening public messages about HIV/AIDS and breaking the public silence. Providing accurate information is only one part of this programme; it also empowers people to take action, by creating positive metaphors and icons for change. Arts and media initiatives also have the potential to reach wide audiences, providing important information and sending messages of hope.

UNDP’s transformative methodology plays a key role in redefining development planning, focusing on implementation. It promotes joint national leadership involving partnerships between communities, private sector and government by genuinely committing to the future and taking a stand; facilitation and development of national capacities to plan and implement breakthrough initiatives, as well as mutual learning and documentation of the entire process; and involvement of communities and PLWHA, women’s groups, youth groups, and other key groups in all stages of the strategic planning and implementation process.

An enabling policy environment gives governments and institutions the space to enact legislation to address HIV/AIDS and protect the rights of PLWHA and vulnerable populations. Another important initiative deals with trade and access to vital ARV drugs. Such an environment also provides a framework within which human and financial resources can be directed. In addition, it creates a platform for policy dialogues, shaped by National Human Development Reports and other important analytical frameworks. Within the enabling environment, UNDP also strengthens the capacity of CSOs, whose work complements and supports the work of governments and other partners. Finally, it addresses HIV/AIDS within its own workplace through the We Care programme, which supports UNDP staff members.

**“ I am a leader in the programme, and I am also a student. We all learn together in a new way. The programme promotes not only the participation of our intellectual capacity but also our emotions so that people are connected to each other and the task. There is something other than salary that serves as motivation—our hearts move us.”**

**Tia Phalla  
Cambodia’s National  
AIDS Authority**



A seminar promoting open discussion on HIV/AIDS in Cambodia

# Results

## The Big Picture

**By addressing the underlying causes of HIV/AIDS and inspiring leaders to seek solutions within their own contexts, Leadership for Results creates sustainable results, builds capacity, and fosters an increased sense of ownership among stakeholders.**

In the Asia Pacific region, UNDP and its partners have achieved measurable successes in several areas: inspiring people to examine gender and power relationships; dealing with migration and trafficking; addressing stigma and discrimination, promoting care for those affected and infected, and working toward the greater involvement of people living with HIV/AIDS; strengthening national responses; and mobilising the media. Many initiatives have addressed more than one of these issues. In addition, UNDP has built key partnerships with governments, NGOs, the private sector, and other UNAIDS cosponsors.

The breakthroughs achieved have had an immediate and measurable impact. Participants in the Leadership for Results programme have created over 250 distinct breakthrough initiatives, which have had a direct impact on at least 50,000 people, with 50 million more indirectly affected. This impact is reflected in policy changes, governance, care and support, and the reduction of stigma and discrimination through arts and media, among other things. In addition, the greater involvement of PLWHA has played an important role in bringing people together from across the region. Along with these results are many important ongoing processes that are generating action, including workshops for key leaders.

The results achieved in Asia Pacific have transformed the outlook on HIV/AIDS in many countries. In China, once-rigid institutional structures are beginning to transform themselves, and the Leadership for Results programme is now being expanded to all its provinces. In Cambodia, where many people are still traumatized in the aftermath of brutal Khmer Rouge regime, Leadership for Results has promoted the rebuilding of trust within relationships and established forums for open discussions. For the first time, a senator and sex worker have sat together to discuss HIV/AIDS—a true breakthrough in a country where strict social hierarchies have prevailed for centuries. In Papua New Guinea, which is plagued by violence and instability, UNDP's development planning and leadership efforts have led to a transformed national response. In India, which has the second-largest number of people living with HIV/AIDS (after South Africa), UNDP has mobilised leaders at all levels in the state of Andhra Pradesh. On the first day of the first LDP session in Nepal, several political assassinations were carried out, a curfew was

**Participants in the Leadership for Results programme have created over 250 distinct breakthrough initiatives.**

## RESULTS: THE BIG PICTURE

imposed, and the political future of the nation was uncertain. Nevertheless, LDP participants not only found ways to attend the sessions, but also managed to plan and implement initiatives, with little or no funding and in a climate of extreme instability. For Allan Henderson, the facilitator who led the workshops, this determination is a testimony to a strong desire among the people to get involved in the fight against HIV/AIDS. “In all the countries where I have worked,” he said, “people seemed to be waiting for permission to take responsibility for HIV/AIDS. Early on in the process, they realise ‘I have the right to be a leader on HIV/AIDS.’” Across the region, leaders are embracing this principle, as demonstrated by the extraordinary results they have produced.

**This determination is a testimony to a strong desire among the people to get involved in the fight against HIV/AIDS.**



An LDP Session in progress in China

The LDP has led to a policy shift in the workplaces of governments to change their thinking, which has an impact on overall planning.

## Meeting the Governance Challenges Strengthening National Responses

**In developing its programmes, both in countries and at the regional level, UNDP has sought to strengthen national responses to the epidemic, in order to ensure that its work serves the needs of the countries in which it operates.**

This is essential in order to ensure ownership of HIV/AIDS issues by nations, and to create sustainable results, along with strengthened capacity for leadership.

Within a policy framework, UNDP recognizes that strategic information is vital to developing and implementing effective policy. According to Kanni Wignaraja, currently Advisor on Capacity Development, BDP, strong analysis of the HIV/AIDS epidemic proved to be an entry point for discussing the epidemic with Asian governments, by giving them evidence-based studies outlining its current and potential impact on their nations, mobilising them to address the issue. Several publications have highlighted the importance of HIV/AIDS within a development context. The Regional Human Development Report on HIV/AIDS and Development in South Asia(2003) outlines the region's challenges and makes the link between HIV/AIDS and development, advocating for integrated approaches in policy and implementation. Publications on Thailand and Cambodia's responses to the epidemic have also provided important knowledge and analysis. Coupled with this powerful information are important actions at country and regional levels. Results have shown that downstream activity influences upstream policy; for example, action taken and developed during LDPs in several countries has changed the education in schools. Similarly, the LDP has led to a policy shift in the workplaces of governments to change their thinking, which has an impact on overall planning.

UNDP also works to develop national strategic responses. It partners with other UNAIDS cosponsors in selected countries to implement the "Three Ones" programme, which calls for one national authority, one national plan, and one monitoring and evaluation system. It is also involved in decentralized planning; for example, in Nepal, it held several planning sessions for leaders to develop strong decentralized responses to HIV/AIDS. It has also held a capacity development workshop for national planners in the region, for the purpose of analysis, development, and implementation of responses.

Regional events like the South Asia Court on the Violence of Trafficking and HIV/AIDS have given national governments an opportunity to reflect on their policies toward HIV/AIDS and related issues. Prior to the Court, participating nations held preparatory meetings to discuss trafficking and how it affected their countries.



Malaysian participants in a Leadership for Results Programme

## MEETING THE GOVERNANCE CHALLENGES : STRENGTHENING NATIONAL RESPONSES

These meetings resulted in increased participation by a range of stakeholders. At the event itself, roundtable discussions gave leaders a chance to share their thoughts on such topics as human rights, the media representation of trafficking, and creating partnerships for action on trafficking and HIV/AIDS.

As part of another regional effort, SEAHIV has initiated the Farmers' Life School (FLS) in Cambodia to provide support to farmers throughout this predominantly agricultural region. This initiative helps farmers improve their understanding of the relationship between their crops and the environment, and empowers them as the centre of the farm decision-making process. The awareness-raising process has also transposed this Agro Eco-System Analysis from plants to people, into a Human Ecosystem Analysis, which incorporates HIV/AIDS. As a result of the project, HIV vulnerabilities among farmers have been demonstrably reduced, and the participating communities have formed their own NGO. A collaboration with African nations was also begun in December 2002, and a training manual has been published to share the Cambodian farmers' experience with other farmers around the world. The model has now been expanded to several African countries.

In Malaysia, Leadership for Results has led to a transformation in the way that HIV/AIDS is viewed, as well as a new vision of leadership, according to Maxine Olson, former Resident Representative in Malaysia, currently the Resident Representative in India. Media coverage of the epidemic was quite widespread, said Olson, but it was usually framed as a problem confined to injecting drug users and sex workers. The LDP helped to re-define the issue as a matter of concern for all Malaysians, and to promote greater national ownership among leaders. In addition, participants reported a greater sense of empowerment, as they realized that there are possibilities for leadership within all levels of society. Many of them interacted with HIV+ people for the first time, which also helped to break down the perceived barriers between HIV/AIDS and ordinary life.

In Cambodia, Leadership for Results has had a profound impact on rebuilding the damaged social fabric that resulted from the horrors of the Khmer Rouge era. UNDP has helped to strengthen the national response by developing awareness-raising materials, particularly for the country's network of over 12,000 commune councilors, who play a vital role in local government. UNDP has also committed \$1.6 million to scale up the Leadership for Results programme and sustain development in the country, one of the least developed in the region. Informal networks between government and civil society in Cambodia have also been established as a result of the Leadership for Results programme.

By the second year of Cambodia's Leadership for Results programme, scale-up efforts were well underway. LDP concepts were integrated into all trainings organised by the technical units of National AIDS Authority (NAA), reaching at

**In Malaysia, the LDP helped to re-define HIV/AIDS as a matter of concern for all and to promote greater national ownership among leaders.**



Publications for commune councilors in Cambodia.



A Leadership for Results session at a provincial level in Cambodia

## MEETING THE GOVERNANCE CHALLENGES: STRENGTHENING NATIONAL RESPONSES

least 21,000 people. Leadership skills were also incorporated into the Ministry of the Interior's Peer Education programme with financial support from FHI (US\$200,000), and reached 30,000 police officers. Recognising Cambodia's violent past, a group developed and implemented a Conflict Transformation Project at the commune level in two districts in two provinces, to address the isolation people have experienced after the Khmer Rouge period. In another district, education efforts unleashed at public events reached 30% of the district's population, or about 30,000 people.

**"At the heart of generating an effective national response on HIV/AIDS are committed, mobilized leaders who are speaking out and taking action in their respective spheres of influence. Analysis of successful responses around the globe has highlighted leadership as a key ingredient for overcoming stigma and discrimination and effective action in both prevention and care. Leaders for an effective national response must come from all levels of society—national, regional and local Government; NGOs; media; schools, youth organisations; and the household."**

**Douglas Gardner, Resident Representative, UNDP Cambodia**

**Discussions have been initiated to use the community conversations methodology, which has been overwhelmingly successful in Cambodia, for scaling up the UNAIDS/WHO initiative "3 by 5."**

By 2004, Cambodia's national pool of facilitators had been expanded and they were running the programme alone, with coaching from international resource people. The transfer of knowledge and skills is almost complete and the programme is now Cambodian-owned. The national team will be able to roll out the next Leadership for Results programme on its own at both the central and provincial levels, beginning with a session for youth leaders. UNDP has also started an Alumni Forum for people who have participated in the LDP, to help them connect with each other and keep the momentum going. Discussions have also been initiated to use the community conversations methodology, which has been overwhelmingly successful in Cambodia, for scaling up the UNAIDS/WHO initiative "3 by 5," which seeks to provide 3 million people worldwide with antiretroviral (ARV) drugs by 2005.

In Papua New Guinea, the Leadership Development Programme was organised in partnership with UNIFEM, which ran the workshops, and whose national programme officer, Margaret Lokoloko, played an integral role in the process. Several key government and religious leaders participated in the sessions, leading to a number of initiatives that work within the national response. A regional group, based in Manus, met with 146 politicians and twenty senior public servants to secure their commitment to HIV/AIDS. In addition, they designed a peer education programme and secured funds for it from the EU. The provincial administrator of Manus, Wep Kanawi, took the lead in mobilising other LDP participants to meet with key stakeholders. Back at home, he also urged the governor from his province, who was to attend a conference of governors, to spread the message that action

## MEETING THE GOVERNANCE CHALLENGES: STRENGTHENING NATIONAL RESPONSES

on HIV/AIDS is urgently needed. His efforts have been depicted in the *Post-Courier*. Another group, from Enga, held a Leaders' Sensitization Forum, and incorporated HIV training into Community Action Participation (CAP) training, funded by the provincial government and by Porgera Joint Venture, a mining company that donated K 20,000. The group has also implemented a leadership development programme into the provincial government. In addition, a provincial counseling network and a district AIDS committee have been formed.

A group from East Sepik Province in Papua New Guinea embodies the extraordinary synergy that has emerged from the UNDP's commitment to creating an enabling environment. The group brought together government officials, business people, NGOs, CSOs, and religious leaders to develop a plan for their area. They introduced HIV/AIDS information into all six districts and began voluntary counseling and testing (VCT) training for seventy-eight people. A district HIV/AIDS committee representing all districts was formed, along with networks of churches and NGOs and a Sepik Community Development Alliance (SCDA). In addition, a group of fifty sex and gender trainers and an HIV counseling group of over seventy people were established. Such synergistic efforts not only address HIV/AIDS, but also contribute to the establishment of a global partnership for development (MDG 8).

**Synergistic efforts not only address HIV/AIDS, but also contribute to the establishment of a global partnership for development (MDG 8).**

### Listening to Leaders

**"I think the programme is different from other programmes in that it created a sense of ownership of the problem and a feeling that each one of us is part of the solution. We are convinced that if we do not do something now, HIV/AIDS in our country will go out of hand."**

**Dr. Bun, LDP participant, Papua New Guinea**

Another group in Papua New Guinea conducted awareness training and organised youth drama groups in the "no go zone" of central Bougainville, an area that had previously been abandoned by officials. As a result of these efforts, the issue is now being addressed by politicians, NGOs, FBOs, and community-based organisations (CBOs) in the area. Finally, a group from Morobe raised awareness about the issue of unclaimed bodies in their district. As a result, the City Council decided to waive burial charges for people who die as a result of HIV/AIDS. The publicity generated by this issue resulted in multiple requests from businesses and industries for the group to be part of the Provincial HIV/AIDS response.

Religious leaders who attended the sessions in Papua New Guinea came away with a renewed commitment to HIV/AIDS. One of them organised a meeting of all bishops associated with FBOs, to develop an action plan for their churches.



An activity session that focused on capacity building in China

## MEETING THE GOVERNANCE CHALLENGES : STRENGTHENING NATIONAL RESPONSES

This is particularly significant because churches represent eighty percent of the population and have strong systems for communication to a wide audience. This was the first meeting of these leaders on HIV/AIDS. Securing the commitment of FBOs is a remarkable achievement in a nation where traditional Christian beliefs predominate and church leaders have an enormous influence on the population. Subsequently, one FBO has held its own leadership workshop, attended by 156 people. An FBO Network on HIV/AIDS has also been launched.

One unexpected positive outcome of the LDP in Papua New Guinea was a decision by participants to put together a petition to the National Parliament, requesting a strong government commitment to halt and reverse the spread of HIV/AIDS. Ninety-one leaders at the sessions signed the petition. Among other things, they requested a special parliamentary committee on HIV/AIDS, funded by at least two percent of the national budget.

In China, the LDP began in 2003 in the provinces of Shangdong and Hubei, where the LDP became the platform for multisectoral action, perhaps for the first time. One official observed that the LDP becomes a platform where others can act. Several of the geographically-based groups from the sessions developed Multisectoral Coordinating Mechanisms (MCM) to coordinate HIV/AIDS policy among different government departments. Acting on the principles of transformation that were introduced during the programme, groups developed measures designed to promote greater openness about HIV/AIDS, widespread education about the epidemic, and increased tolerance for people living with and affected by HIV/AIDS. Most groups developed multiple initiatives designed to incorporate AIDS into government planning in all areas, including health, education, media/communications, and finance.

One group, from the city of Xintai, developed a proposal for capacity-building and awareness that has transformed that city's response to the epidemic. One of the major ways in which HIV has spread in China was through the repeated sale of blood by people who have few ways of earning money, often at centres that did not use sanitary methods for drawing blood. The initiative aims to spread awareness about the epidemic, reach out to people with a history of blood-selling, and provide support for HIV-positive individuals. In order to supplement and enhance existing prevention and outreach programmes, the group from Xintai plans to develop capacity-building workshops for officers from eighteen different sectors, which will use a transformational approach.

As the lead UN agency on governance in China, UNDP also supports China's efforts to use the MDGs as a guide to implementing effective multi-sectoral responses to the epidemic. Within UNDP's enabling policy environment, amendments were made

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## MEETING THE GOVERNANCE CHALLENGES : STRENGTHENING NATIONAL RESPONSES

in August 2004 to the law governing the prevention and control of communicable diseases, a key step in creating more effective and compatible legislation for HIV/AIDS responses. China has also established a new State Council AIDS Working Committee, which sets out a comprehensive policy framework for prevention and control. Key government leaders have also made commitments to fighting the spread of the epidemic, and the Minister of Health has visited AIDS patients in one hard-hit village. Officials have expressed their view that Leadership for Results represents an outstanding innovation in China's response to HIV/AIDS, and plan to expand the programme to all provinces.

One extraordinary initiative in Nepal reached out to two important institutions by integrating HIV/AIDS issues into the training curricula for soldiers and police officers. Developed by members of the Ministries of Defense and Home Affairs, this project not only mobilised men to accept their responsibility in preventing the spread of HIV, but also represented a long-term commitment by these departments to make the transformation last. The army and police are working with the National Centre for AIDS and STD control in developing training materials that will be used for all incoming classes. The inclusion of these materials into all curricula going forward ensures that with each succeeding class of new soldiers and officers, awareness of HIV/AIDS will increase exponentially. "Now every six months, police and soldiers are being recruited and being trained and every time they are trained, HIV/AIDS is a part of the curriculum," said Dilli Bikram Ingwaba, a representative of HURDEC Nepal who attended the LDP. With 7,000 new police and army recruits per year, the programme will reach between 35,000 and 40,000 people over the next five years. HIV/AIDS was also integrated into two programmes of the Ministry of Population and Environment (MoPE).

In India, UNDP's Leadership for Results for PLWHA gave leaders from INP+ (India's national PLWHA Network) an opportunity to talk with the Project Director of the National AIDS Control Programme (NACO). As a result, the director announced a new open-door policy for PLWHA, wherein PLWHA could walk into her office any time, and wrote an open letter to all State AIDS Control Societies asking them to involve PLWHA in meaningful ways. Another project spearheaded by INP+ as a breakthrough initiative for the LDP was the creation of district-level networks and additional leadership programmes for PLWHA.

Several other initiatives in India have prompted a transformation in the ways in which government-run services deal with HIV/AIDS. The Coalition for Rural Employment (CORE), an NGO in Delhi, in partnership with UNDP, organised the Concert for Life, an event for members and families of police organisations. Over 6,600 police personnel attended the Delhi event, which resulted in a commitment

**Officials have expressed their view that Leadership for Results represents an outstanding innovation in China's response to HIV/AIDS, and plan to expand the programme to all provinces.**



An LDP session in progress in China

MEETING THE GOVERNANCE CHALLENGES :  
STRENGTHENING NATIONAL RESPONSES

**In India, student volunteers are participating in HIV awareness programmes in 1800 villages and slums throughout the state. It is anticipated that they will reach one million people.**

from the Delhi Police Commissioner to sensitise members of the force. In addition, the Central Reserve Police Force will begin education of young recruits about HIV/AIDS. These efforts will have far-reaching effects, not only on the police officers and their families, but also on the community at large as police personnel become more equipped to deal with HIV/AIDS-related issues.

At the LDP held in Andhra Pradesh, India from autumn 2003 to summer 2004, one breakthrough initiative was developed to form connections between university students and villagers through outreach programmes. “College to Village: Freedom from HIV/AIDS” involves student volunteers from National Service Scheme units who are participating in HIV awareness programmes in 1800 villages and slums throughout the state during their time off from school. It is anticipated that they will reach one million people. Each group of students will “adopt” a village and try to reach at least 500 people, who in turn can educate others in their community. The volunteers will provide handbooks and pamphlets containing information in the Telugu language of the villagers, form blood donor clubs, and organise medical check-up camps. By addressing these issues at community level, the project aims to educate and mobilise people at the grassroots level and promote transformation within individuals to achieve a significant cultural shift within groups.

**“The Leadership Development Programme in Andhra Pradesh generated breakthroughs and multi-sectoral partnerships that focused on common results. This is indeed unique and must be scaled up.”**

**Pramod Kumar, Senior Advocacy and Communication Officer, UNDP Regional HIV and Development Programme, South and North East Asia.**

Another initiative from the Andhra Pradesh workshop was the inclusion of a chapter on HIV/AIDS in a textbook distributed to hundreds of thousands of public school students. It is estimated that the information will eventually reach 4 million adolescents in the state. Although it was forbidden to teach about sexuality in schools, the team, which included people from the Ministry of Education, managed to get around the rule by including the information in a biology textbook and introducing the subject by discussing anti-retroviral drugs. This initiative is sure to have a widespread effect, as students share the information they have learned with peers and family members.

In the Republic of Korea, UNDP has supported a ten-month study on the social and economic impact of HIV/AIDS, and organised a symposium at which the results

MEETING THE GOVERNANCE CHALLENGES :  
STRENGTHENING NATIONAL RESPONSES

were presented. This event brought together about 200 people from government, NGOs, health centres, diplomatic missions, PLWHA groups, media, and academia. Leaders emerged from the symposium with a strong commitment to fighting the spread of the epidemic. In addition, the participation of PLWHA, including one man who shared his experiences, signaled a shift in attitudes despite the prevalent stigma and discrimination that still persists in Korea.

In Myanmar, UNDP has provided key support to CBOs, which have proved to be extremely effective in reaching out to “unreachable” people, including ethnic minorities, who are often the most vulnerable. This support has included technical and financial assistance, as well as capacity building and knowledge-sharing. It has also organised an AIDS in the Workplace Programme for seafarers, conducted in partnership with the Myanmar Overseas Seafarers Association (MOSA). It has trained 50 seafarers so far. UNDP has also provided capacity-building support for those workers who are fighting the epidemic directly: health staff, social workers, and private sector health personnel.

**In Myanmar, UNDP has provided key support to CBOs, which have proved to be extremely effective in reaching out to “unreachable” people, including ethnic minorities, who are often the most vulnerable.**



An LDP participant takes part in a powerful exercise in which people imagine they are living with HIV/AIDS.



Ms. Ramya Kannan, journalist from Chennai, presenting a collage at the Arts and Media workshop in India

**A large number of programmes for women throughout the region have begun as a result of breakthrough initiatives developed at LDP and arts and media sessions.**

## Addressing Gender and Power Relations

In Asia Pacific countries and around the world, UNDP is committed to promoting gender equality and addressing issues that relate specifically to women and HIV/AIDS. An imbalance of power between men and women has fueled the spread of the epidemic by depriving women of their right to make sexual decisions; therefore, creating an equal voice for women is essential to halting and reversing its spread. Correcting gender imbalances, ensuring equal education for boys and girls, and halting and reversing the spread of HIV/AIDS—as laid forth in the MDGs—are inextricably linked.

A large number of programmes for women throughout the region have begun as a result of breakthrough initiatives developed at LDP and arts and media sessions. In May 2003, a four-day arts and media workshop was held in Goa, India. At the workshop, women's issues and initiatives were particularly emphasized because they are more susceptible to HIV than men. UNDP also supports several NGOs devoted to women's issues, particularly the effects of mobility and trafficking. It has worked with the Indian Group STOP (Trafficking, Oppression, and Sexual Exploitation of Children and Women) to empower marginalized communities and develop community-based support systems that address the vulnerabilities of women and children. UNDP currently supports a collaboration between STOP and the sex worker organisation Savera, which works in one of Delhi's brothel areas to mobilise sex workers to challenge trafficking. It also works to oppose violence and the exploitation of young girls. In Nepal, UNDP works with WOREC, the Women's Rehabilitation Centre, on extending its network of "Information Booths," which are located at train stations in vulnerable towns on the India-Nepal border. They are also working to develop groups of youths who will become advocates against trafficking within villages.

In Papua New Guinea, one group from Western Province focused exclusively on the issue of women and HIV/AIDS, setting up an LDP-style meeting for twenty-seven women leaders.

**"What I got from the programme is beyond everything I predicted. Now I go back a different woman eager and willing to take personal responsibility to reverse HIV/AIDS. I now know pointing fingers at others is not going to solve the problem."**

**LDP Participant, Papua New Guinea**

## ADDRESSING GENDER AND POWER RELATIONS

At the Andhra Pradesh LDP, one group developed a programme to provide a means of earning a living to HIV-positive women, particularly those who are destitute, widowed, divorced/separated, or single. This will be achieved through capacity building and employment. Three hundred women are currently on the rolls. The group is coordinating its activities in partnership with NGOs and other stakeholders. It also plans to set up marriage counseling centres for HIV-positive people, a move that will also contribute to the transformation of family relationships.

In Malaysia, participants at the 2003 arts and media workshop developed a movie script about sex workers, which speaks directly to the issues women face that make them vulnerable to HIV. Cambodians at the 2003 LDP developed several initiatives dealing with women's issues. In Battambang, one group developed a project involving women, families and orphans, in which team members conducted workshops on family violence, AIDS, and STDs, and performed outreach to affected families. Another group integrated gender and leadership issues into the activities of several organisations with which its members were affiliated, including the Red Cross and the Ministry of National Defense.

In societies where deep gender inequalities still exist, and many women do not have the power to control their own sexual encounters, the acceptance of responsibility for safe sex by both men and women is truly extraordinary. While the empowerment of women (as outlined in the MDGs and UNGASS declaration) is a necessary and important goal, it is also essential to transform male attitudes in order to produce truly lasting change. The LDP seeks to accomplish this by including equal numbers of men and women in sessions that bring together leaders from all levels of society—government and non-governmental representatives, religious leaders, people living with HIV/AIDS, and members of the private sector.

At community level, community conversations have led many people to re-examine their views about male and female roles within society, and about sex. In Cambodia, where CCE was introduced in 2003, several remarkable results have been achieved. In some villages, young men have decided not to go to karaoke bars anymore, thus reducing their risk of contracting HIV. Condoms are now available in a number of communities. Many young people are also getting tested before marriage. Perhaps most significantly, all the communities in which CCE facilitators are working have reported a decrease in domestic violence. Finally, community members of both genders are coming forward to take part in meetings, whereas at the beginning of the process, only women were participating.



A tribal woman giving her testimonial at the South Asia Court of Women on the Violence of Trafficking and HIV/AIDS held in Dhaka, Bangladesh

**While the empowerment of women is a necessary and important goal, it is also essential to transform male attitudes in order to produce truly lasting change.**



A government representative in Nepal expresses his commitment to address HIV/AIDS

## Addressing Stigma and Discrimination

**For many people living with HIV/AIDS in the Asia Pacific region, fear of rejection by society prevents them from seeking the services they need, and many of those who have revealed their status have not only faced social rejection, but also severe economic hardship.**

Blocking PLWHA from work contributes to worsening economic conditions that threaten the achievement of the MDGs. In addition, fear of discrimination prevents many at-risk people from getting tested, thus increasing the chance that they will spread HIV to others. Little by little, however, the social climate is beginning to change. Several extraordinary efforts by committed individuals and groups have resulted in increased acceptance and empowerment of PLWHA in countries across the region. Many of the initiatives described in other sections of this report have helped reduce stigma and discrimination simply by incorporating HIV/AIDS issues within the existing frameworks of government, institutions, and community life. For some participants in UNDP's LDP, simply meeting people with HIV/AIDS proved to be a transformative experience.

**Fear of discrimination prevents many at-risk people from getting tested, thus increasing the chance that they will spread HIV to others.**

**"One government official told me that he had never seen a PLWHA. This is the first time he had seen a PLWHA... He had thought that a PLWHA was a person who is very lean, and thin, who is diseased. But these people were just normal people... And he was really surprised, and he told me that he would go back home, and tell these things to his family, and the whole thing would change. And he also told me that he would try to influence the policy in the government corridors and I think this was a major breakthrough, and a major achievement of the process and the programme."**

**Somtaji Acharya, HURDEC Nepal, LDP participant**

Other national and regional initiatives have addressed the issue directly. In Nepal, one group provided outreach counseling and information in schools, clubs, factories, women's groups, clinics and education centres, in order to reduce stigma and reach a wide segment of the population. Elsewhere in Nepal, anti-discrimination legislation was drafted as result of the advocacy efforts of another LDP group, which partnered with a legal NGO and formed an Anti-Discrimination Advocacy Group (ADAG). A group from the Andhra Pradesh LDP in India created a film about a child living with HIV, and another participant in the programme pledged to donate 500,000 rupees for its production. The group is also seeking funds from the Film Development Corporation.

## ADDRESSING STIGMA AND DISCRIMINATION

Arts and media initiatives dealing with stigma and discrimination have reached a wide audience in countries across the region. These successes, achieved within the framework of an enabling environment, point to UNDP's commitment to advocacy and communication to address HIV/AIDS. A mass media campaign launched by UNDP in Cambodia in May 2003 consisted of five TV ads depicting people overcoming social and cultural taboos to confront and discuss HIV/AIDS. In addition, films depicting role models in the fight against the epidemic have been created and shown on a popular television show, "Rendezvous," which commissioned the films and has broadcast them for free in several areas around Cambodia. Other films are currently being created. The series includes a profile of the monk Muny Vansaveth, who has taken a leading role in caring for AIDS orphans and providing support to PLWHA; a show depicting youth groups who are supporting prevention, care, and education efforts; coverage of people living with HIV/AIDS who speak about stigma and discrimination; and a feature about one community's response to the epidemic. These shows have already reached thousands of viewers across Cambodia.

At Malaysia's Arts and Media workshop in September 2003, a group created a series of talk shows for Radio RTM that incorporated HIV themes within existing themes. Another group, in Nepal, organized a campaign in two districts, collecting signatures on a large cloth from 16,000 people of all ages, genders, and backgrounds who voiced their commitment to fighting the epidemic. Finally, in the Republic of Korea, UNDP participated in World AIDS Day events, which included a PLWHA concert and a presentation of the Korean version of the film *Quiet Storm*.

Some of the most visible—and vibrant—results in the arts field emerged from the art camp organized in the Amby Valley (near Mumbai) by UNDP in partnership with Sahara India Pariwar (a leading Indian corporation), which provided transportation, housing and other amenities for the event totaling US\$100,000, and Village Art Gallery, New Delhi. Twenty-five artists participated, working along with PLWHA to create about thirty paintings on stigma and discrimination and other HIV/AIDS issues. Fifty percent of the profits from the sale of the works were committed to a fund for PLWHA. This event was a milestone both for the artists—whose participation signals their public commitment to dealing with the epidemic—and for the participants living with HIV/AIDS who felt empowered by this creative expression.

In addition to these initiatives, an expanded second edition of *Quiet Storm*, a photographic book celebrating PLWHA in the region, will be published in January 2005. A flash film version of *Quiet Storm*, created after the publication of the first edition of the book, is now available in eleven language versions, as well as an original Chinese version featuring Chinese PLWHA. In September 2004, Peter Gabriel and his record company, Real World, gave UNDP the free rights to use the inspiring song "Don't Give Up," as the background score for the film. Licensing the song would have cost about US\$100,000.



An artist at the Amby Valley art camp creating a painting on stigma and discrimination

**Arts and media initiatives dealing with stigma and discrimination have reached a wide audience in countries across the region.**



A person living with HIV/AIDS shares his experience

The inclusion of people living with HIV/AIDS in planning a community initiative in Fiji helped ensure its success.

## ADDRESSING STIGMA AND DISCRIMINATION

Another extremely successful initiative was a radio talk show developed by the group Ek Pheap (“Unity”) based in the coast town of Sihanoukville, Cambodia, in which movie stars spoke about issues connected to HIV/AIDS. Listeners were able to call in with questions, which were answered by the secretary-general of the National AIDS Authority, Tia Phalla, who was also involved in the LDP as a facilitator. The enormous volume of calls signaled a shift in public attitudes about the epidemic, and a new willingness to talk about the issues. Callers revealed many misconceptions about HIV/AIDS during the show, including confusion about how the virus is spread, the belief that condoms cause AIDS, and the belief that an amulet can be used to protect one from the virus. The radio show was videotaped,

### Talking about HIV/AIDS: One Community’s Lessons

In one village in Fiji, a young couple living with HIV faced discrimination from their community because of their status. After hearing the couple’s story, a local youth group convened a meeting to discuss the lack of development in their village and to deal with the problem of stigma and discrimination. They invited UNDP to attend one of their meetings, which led to several key brainstorming sessions at which they determined to conduct a broad education programme in the village rather than focus on HIV/AIDS exclusively, as a way of leading up to discussion of HIV/AIDS issues. What followed was a three-day community-planning workshop focused around the Millennium Development Goals. After a day of discussing the other seven goals, the second day was set aside for HIV/AIDS, which attracted much attention from the villagers. The day was spent answering questions and discussing HIV/AIDS-related issues.

One youth leader said, “I did not know that HIV/AIDS could be raised and discussed in this way without focusing on the HIV-positive couple. We were really nervous about the whole thing. I’m relieved we used the MDGs as the entry point.”

The outcome of the workshop was a Village Development Plan, which now guides all development initiatives within the village. Another workshop is currently being planned for another village, organized by a young HIV+ woman. This event proved to be a learning experience not only for the community, but also for UNDP, which has adopted this community-planning approach to the new Pacific Regional Project on Poverty and MDGs. The fact that this successful project was designed with the assistance of PLWHA points to the effectiveness of including those affected and infected within planning and discussion processes.

## ADDRESSING STIGMA AND DISCRIMINATION

and a national television station agreed to broadcast it free of charge, reaching thousands of viewers in addition to the many who had already heard it on the radio.

The important achievements of these groups are complemented and strengthened by the committed actions of individuals. One participant in Nepal's LDP, an actor, worked with a person living with HIV/AIDS to develop his country's first television serial on HIV/AIDS, as part of an existing programme, beginning in January 2004. This serial has the potential to reach thousands. In Mongolia, the first woman to go public with her status formed the first group for Mongolian PLWHA, NAF + 1, with support from UNDP and the National AIDS Foundation.



Shri Shatrughan Sinha, Honourable Minister for Health and Family Welfare launching *Quiet Storm*, a commemorative monograph.



A rally that was supported by UNDP REACH Beyond Borders, was organised in Pakistan on the International Migrants Day.

**In South Asia, a consortium of CSOs has been formed to respond to the needs of migrants.**

# Beyond Borders

## HIV/AIDS and Migration

**As economies shift from agricultural to industrial, and many communities are no longer able to sustain themselves through traditional means of earning a living, a growing number of people are migrating within the region to find work.**

This increased mobility has a serious impact on the HIV/AIDS epidemic. Migrants who can no longer rely on their families and communities for emotional support are often likely to visit brothels or to put themselves in unsafe situations. Loneliness, poverty, and anonymity fuel the silent spread of HIV, and many of those infected are afraid to seek help. Some return to their homes without knowing their status, thus putting their families at risk.

At the regional level in Asia Pacific, UNDP responds to the issues surrounding migration by working with networks of CSOs in order to provide information and services for migrants at their source, transit, and destination areas. These groups provide expertise and knowledge that is key in identifying and responding to the needs of vulnerable groups. In South Asia, a consortium of CSOs has been formed to respond to the needs of migrants in Bangladesh, India, Nepal, Pakistan, and Sri Lanka. This network develops community-based responses in home and destination areas, working with Trade Unions, CBOs, migrant organisations, and labor organisations. They have also set up a Regional Virtual Resource Base (RVRB)—[www.mobilityandhiv.org](http://www.mobilityandhiv.org)—in order to facilitate the exchange of information and build capacity. Also in South Asia, UNDP facilitated the creation of the first Regional Coordinating Mechanism (RCM) to strengthen partnerships among stakeholders in that area. The launch meeting included government and civil society representatives, PLWHA, international NGOs, members of the private sector, and other UN agencies. The participating nations are Bhutan, Bangladesh, India, Nepal, Pakistan, and Sri Lanka.

In Southeast Asia, UNDP-SEAHIV has worked with members of the Association of Southeast Asian Nations (ASEAN) to strengthen cross-border collaboration on migration issues. In October 2003, UNDP, the ASEAN Secretariat, and World Vision International co-sponsored a workshop in Bangkok, to discuss the implications of the ongoing upgrades to the ASEAN Highway Network, which runs through the Greater Mekong Sub (GMS) Region. Thirty-seven participants from government ministries in Cambodia, China, Laos, Myanmar, Thailand, and Vietnam attended the workshop, where they discussed plans to develop regional mobility strategies designed to halt the rising prevalence of HIV/AIDS along the newly-finished sections of the highway. This increased prevalence is due to improved infrastructure

for trucking—whose employees are at high risk—and to increased mobility by construction workers. They discussed the strengthening of the Early Warning Rapid Response System (EWRRS), a multi-nation, multi-sectoral effort; the importance of public-private partnerships; the organisation of Mobility Technical Working Groups (MTWG) in each nation; and the renewal of the MOU for Joint Action to Reduce HIV Vulnerability Related to Population Movement between GMS countries.

These recommendations were subsequently endorsed by nations, and a concentrated regional effort is now underway, in addition to national plans. The EWRRS has been integrated into Cambodia's National AIDS Strategic Plan, and into several ministries in Lao PDR, as well as at local, provincial, and cross-border settings in Gansu, Guangdong, and Guangxi, Vietnam. On average, the system has taken only six months to be established in each place.

In addition, a project in the Republic of Korea on HIV/AIDS and migrant workers has been expanded, and is focusing on awareness-raising and support to HIV-positive migrant workers from Mongolia, China, and Bangladesh. This project is the follow up to an assessment of HIV and AIDS in migrant workers in Korea.

**A project in the Republic of Korea focuses on awareness-raising and support to HIV-positive migrant workers.**



A talk on health care and migration in Cambodia

# Taking Action to Stop Trafficking

**The trafficking of women and girls represents one of the most grave problems facing Asia today, stemming from the low status of women and girls in Asian societies.**

An increasing number of women and girls, many as young as seven years old, are being lured or coerced away from their villages and forced into sex work. Most of them are extremely poor, and are therefore drawn to the promise of work in another city so that they can support themselves and their families. In many cases, traffickers gain the trust of villagers in order to convince them to leave home; in other cases, women and girls are taken forcibly. Some of them are even sold to traffickers by members of their own family. Girls and women are taken across borders and lose contact with their families; most of them are subjected to rape and placed in brothels where they are forced to have sex with multiple partners each day. These women, particularly the youngest, are usually unable to ensure that their customers use condoms, and as a result, many contract HIV/AIDS. Adding to this problem are the pervasive stigma and discrimination many of these women face when revealing their status; often, they are rejected by their families and communities when they try to return home.

In August 2003, a groundbreaking event took place in Dhaka, Bangladesh. In partnership with the Asian Women's Human Rights Council (AWHRC), UNDP held a public hearing known as the South Asia Court of Women on the Violence of Trafficking and HIV/AIDS. This meeting included representatives from civil society, governments, academia, media, international NGOs, and activist groups. About 2,500 people—the majority of them women—attended the three-day event, which included testimonials by forty survivors and resisters of trafficking from Afghanistan, Nepal, India, Pakistan, Bangladesh, and Sri Lanka, some of whom were PLWHA. The symbolic “jury,” which heard the testimony, included eminent people like Winnie Mandela and other activists. Despite the horrific nature of many women's stories, the event was filled with hope and promise; the very presence of

**An increasing number of women and girls are being lured or coerced away from their villages and forced into sex work.**

**“I aided the police in one rescue operation in a hotel in Delhi where they arrested my traffickers. I am 18 years old now and I am a different person. My organisation has shown me a way of life and empowered me so that I can support my family financially. I am an active worker and participate in recovering minor and unwilling girls from the sex trade and providing them with counseling so that they can come out of their traumatic situation.”**

**Regaylmo Tamang**, a former sex worker and victim of trafficking, who now works for the Indian NGO STOP, quoted in *You and AIDS* magazine, March 2004.

## TAKING ACTION TO STOP TRAFFICKING

the survivors provided powerful testimony to their strength and resilience. Many of the speakers said they felt empowered by participating, and vowed to become active in helping other women avoid the same fate.

UNDP's partnerships with NGOs in the region have led to increased awareness of trafficking and the need for safer sex by both men and women. In Kolkata, India, UNDP worked with the Durbar Mahila Samanwaya Committee (DMSC) in forming "Self-Regulatory Boards" for sex workers. These boards consist of sex workers and other community members who have inside access to the sex trade, and can monitor brothels and other sites for signs of trafficking and/or underage workers. Already the project has succeeded in lowering the number of trafficked women working in Kolkata's red light district and in forming partnerships with local authorities. A key element of the project is its inclusion of men. A network of "babus" (regular companions and/or clients of sex workers) has been formed to monitor the area and alert the board to signs of trafficking and minors. The group also talks with sex workers and their customers to encourage them to get tested for HIV/AIDS.

Another important partnership focuses on the legal aspects of trafficking and HIV/AIDS. UNDP has worked with the Pakistani group Lawyers for Human Rights and Legal Aid (LHRLA) on several regional research projects that aim to increase the amount of data available on trafficking in South Asia. They have also worked to create guidelines and training manuals for media and social activists on trafficking, migration, and HIV/AIDS.

**UNDP's partnerships with NGOs in the region have led to increased awareness of trafficking and the need for safer sex by both men and women.**



The Honourable Minister of Women and Child Affairs, Bangladesh, Khurshid Jahan Haque delivering the inaugural address at the South Asia Court of Women.



Children of PLWHA being cared for in Cambodia

## Care and Support for People Living With HIV/AIDS

**Coupled with the fight against stigma and discrimination are extraordinary efforts to provide care and support for PLWHA, in accordance with the goals set forth in the UNGASS Declaration.**

Better care has been achieved through the establishment of networks of PLWHA groups, and the greater involvement of PLWHA in making decisions regarding care and support. In addition, participants in UNDP's programmes have developed many initiatives to address this urgent issue.

Care and support initiatives developed during India's LDP in Andhra Pradesh included work with TB treatment centres to sensitise them to HIV/AIDS issues and decrease discrimination, an effort that has reached 50,000 positive people; training for 150–200 PLWHA in seven districts to become counselors in VCT centres and other organisations; and a booklet of stories and images of HIV-positive individuals, to promote awareness. One group titled their initiative "Village with a Vision," and has implemented community-based care and support activities in partnership with community representatives and local health personnel in a village of about 1,000 people. Their goals are to spread awareness within the community, make services more user-friendly, and empower PLWHA.

**In Nepal, a breakthrough initiative opened the first VCT centres in Kathmandu and Lalitpur.**

**"After participating in the workshops, I planned a gender workshop for 30 Cambodian Red Cross staff members, and searched for funds to escalate the project to provide care and support for people living with HIV/AIDS in three districts. This project aims to mobilise Red Cross volunteers to support people living with HIV/AIDS in their communities, with participation from other stakeholders. As a result of my own effort, there is incremental change within my own organisation. Step by step, it is moving forward."**

**Va Sopheak, Leadership Development Programme participant, 2002**

In Nepal, UNDP collaborates with an established and respected NGO, Maiti Nepal, to provide care and support for women who have been trafficked, including those who are living with HIV/AIDS. The work of Maiti, which means "Mother's Home," fits in perfectly with UNDP's efforts to address underlying causes of the epidemic. Currently, UNDP is supporting initiatives that aim to transform discriminatory norms and practices that make women more vulnerable to trafficking, and then more likely to be marginalized. Also in Nepal, a breakthrough initiative was developed to provide counseling and education services in local schools, clubs, women's groups, factories,

## CARE AND SUPPORT FOR PLWHA

and municipal clinics, with a projected reach of 450,000 people. The group has also opened the first VCT centres in Kathmandu and Lalitpur municipalities.

In Myanmar, UNDP's project "Enhancing Capacity for HIV/AIDS Prevention and Care," executed in partnership with UNOPS, focuses on increasing the scale and effectiveness of community-based responses for prevention and care, and strengthening the multi-sectoral response to the epidemic. It has helped NGOs and CBOs build capacity in prevention and care, and has trained 1,000 community-based AIDS Support Volunteers in twenty areas. In addition, the programme has provided over 30,000 HIV test kits to strengthen the National Blood Safety Programme, provided support for PLWHA and their family members through various groups, and initiated a 100% condom use programme in selected townships. 3.84 million condoms have been distributed to communities so far, through AIDS/STI teams, CBOs, NGOs and the private sector. It has also mobilised religious leaders as advocates for PLWHA, orphans, and vulnerable populations in border areas.

UNDP has rolled out a large-scale effort in Cambodia, working with 44 communes to mainstream HIV/AIDS in partnership with the provincial rural development committee, improve delivery of services to those with HIV and sexually transmitted diseases (STIs), develop outreach health and HIV/AIDS services, and train communities and groups to provide services. Financial support for local NGOs who implemented the plans came from the Provincial Rural Development Committee (PRDC), which allocated US\$11,000. In addition, 100 monks were trained and are now providing support to over 800 orphans.

In the second year of Cambodia's Leadership for Results programme, one group provided support visits to a village of 60 people, which is made up only of people living with HIV/AIDS. Another group organized an inter-regional ARV referral system for provinces where these drugs are not available, and set up a housing system for people who travel to Siem Reap for treatment. This programme treated over 150 people at its inception. In addition, support groups for PLWHA were founded in eleven provinces, and are collaborating with CPN+, the national PLWHA network.

Malaysia's Community Capacity Enhancement programme generated a deep and complex understanding of the epidemic among the participants. Community conversations have taken place in schools and drug rehabilitation centres, among village groups and communities of sex workers. In one setting which reached out to people living with HIV/AIDS and IV drug users, participants realized their own critical role in society. They began to think about their responsibility as people living with HIV/AIDS and what they needed to do to educate others. Thebisa Chaava, who facilitated the training of trainers, reiterated some of the core beliefs of the programme: "Why are we doing this? Because we believe that this community has the capacity to make decisions, to act. They have the capacity to think through the issues, to think through the concerns and to come up the answers."

**The programme has provided over 30,000 HIV test kits to strengthen the National Blood Safety Programme, provided support for PLWHA and their family members through various groups, and initiated a 100% condom use programme in selected townships.**



A group of participants at a CCE programme in Malaysia

## Communities Reaching out to PLWHA

In Cambodia, where people are still recovering from the psychological trauma of the Khmer Rouge regime, community conversations have brought villagers together to provide emotional support for each other in the face of a new crisis: HIV/AIDS. For people who are still learning to trust each other again, who formerly regarded HIV/AIDS as a shameful, taboo subject, and who were not accustomed to speaking openly about sex and gender, this has produced an enormous shift in attitudes. CCE has been implemented in seven provinces so far, and plans are underway to bring the methodology to twice as many communities and to incorporate it into the national strategy on HIV/AIDS.

Reflecting on Cambodia's greatest successes, Daouda Diouf, who helped implement CCE there, spoke of a new link between communities and health care providers. People in villages where community conversations have taken place are now asking themselves, "What can we do to help people who are undergoing treatment for HIV and AIDS?" With the help of health care workers who have participated in the conversations, these communities have set up support systems for villagers returning from hospitals, to help them remain vigilant in taking their ARV medication. This is such an important achievement, according to Diouf, because many people who had formerly shunned PLWHA are now actively supporting them.

Support for PLWHA has taken many forms. In one community in Battambang, a monk's temple is being used as a centre for care and support. In addition to food and counseling,

monks offer spiritual support, an important element in this deeply religious country. Furthermore, in every community Diouf encountered, villagers contributed money after the sessions to support PLWHA and their families or to pay for testing. Finally, and perhaps most important, in places where revealing one's positive status formerly meant encountering stigma and discrimination, community members are now reaching out to HIV-positive people—literally. "People were clapping and hugging them," said Diouf, referring to a meeting at which several HIV+ individuals came forward to tell their stories.

Communities are also ensuring that future generations as well as neighbouring villages can learn from their successes. They have developed their own methods of documenting the community conversations process, including written stories, songs, and maps of the changes they have undergone. By tracking their evolution in this way, they preserve a record for themselves and provide important lessons for other communities. This documentation will also provide a basis for upscaling the process to other communities and regions. Cambodians participating in CCE have also gained insight into what they can accomplish: they plan to reach twice as many communities next year, using the same amount of money they had previously allocated for the initial programme.

These stories of success have shown that, one community at a time, Cambodians are making a difference in raising the standard for care and taking a stand against stigma and discrimination.

# Networks of Hope

## Greater Involvement of People Living With HIV/AIDS

**In addition to promoting better care for those affected and infected, UNDP is committed to the greater involvement of PLWHA in policy- and decision-making processes.**

This has led to the development of policies that reflect the realities of HIV/AIDS and speak to the needs of PLWHA. Involving PLWHA at all levels of leadership requires a firm commitment to partnership. This has been achieved on a regional level through the formation of several networks to provide support and information to PLWHA groups and others. In 2003, UNDP partnered with INP+ and APN+ (Asia Pacific Network for PLWHA) to establish the Asia Pacific PLWHA Resource Centre (APPRC) in New Delhi. The Centre and APN+ have created a coalition of PLWHA groups from 23 countries in the region, which are connected through the organization's web-based network, [www.plwha.org](http://www.plwha.org). In addition, UNDP's regional portal for HIV and development, [www.youandaids.org](http://www.youandaids.org), was re-launched in 2002, and since then it has continued to expand its range of information and services. Besides a host of other services and information, visitors to site can receive online counseling and treatment advice (provided through a partnership with WHARF, a Mumbai NGO) and links to PLWHA networks and other organisations. It also features publications and information from UNDP and other cosponsors of UNAIDS. The portal was rated highly by Time Asia and Britannica, and its traffic had risen by more than thirty percent by spring 2004. On average, 15,000 people visit the portal every day. In response to demand, it will soon be available in Chinese, Hindi, and Arabic.



The [www.youandaids.org](http://www.youandaids.org) site continues to expand its range of information and services

## Voices of People Living with HIV/AIDS

**“People Living with HIV/AIDS must be involved at all levels of the national response to HIV. Therefore, programmes such as this, which strengthen the capacity of PLWHA, are very important, as they help PLWHA to play an active part in shaping the response to the epidemic and to provide deeper insights into the issues confronting PLWHA.”**

**P. Kousalya**, *President, Positive Women's Network of South India (PWN+), participant in the Delhi LDP (quoted in You and AIDS magazine, March 2004)*

**UNDP's regional portal for HIV and development, [www.youandaids.org](http://www.youandaids.org) was rated highly by Time Asia and Britannica, and now over 15,000 people visit the site every day.**

UNDP has also organized several successful events for PLWHA groups, using the Leadership for Results methodology. An LDP organized by UNDP and APPRC was



Noted fashion designer, Mr. Rohit Bal and social activist, Ms. Vipula Kadri attend a conference on World AIDS Day.

**The first Asia Pacific PLWHA Congress, organized by UNDP, was held in January 2004 in Bangkok.**

NETWORKS OF HOPE: GREATER INVOLVEMENT OF PLWHA

held for 130 PLWHA from twenty-one Asian and Pacific nations in Pattaya, Thailand in September 2003. After these sessions, a Leadership for Results Facilitators' Forum and a Regional Facilitators' Training Programme were created to expand the pool of expert facilitators among the PLWHA community and to share information. After the LDP, the first Working Group Seminar on Advocacy was held, which many LDP participants attended. Regional training modules on public speaking and advocacy skills were presented, and media professionals held a session on media advocacy. In order to mobilise PLWHA to become a visible presence in speaking to the public about HIV/AIDS, training modules in organisational development, general advocacy, media advocacy and public speaking were given to participating groups for field testing. A second seminar was held in September 2004, which included modules on referrals and day care centres, in addition to the other information. Now, PLWHA groups have the capacity to organize their own sessions, which will take place every year.

The first Asia Pacific PLWHA Congress, organized by UNDP, was held in January 2004 in Bangkok, under the leadership of Sonam Yangchen Rana. Forty-five leaders from nineteen Asia Pacific nations attended. Topics of discussion included advocacy for GIPA, access to treatment, care, and support services, and stigma and discrimination. A second Congress was held in conjunction with the World AIDS Conference in July 2004, also in Bangkok. These meetings integrated regional strategies with Leadership for Results methodology. In addition, a strategic planning workshop was held in Marawila, Sri Lanka for PLWHA from nine countries in south and northeast Asia, under the auspices of UNDP's REACH Beyond Borders initiative. This event was the first trip out of their home countries for many of the participants, and it gave them an unprecedented opportunity to network with people from other nations. In addition, the Leadership for Results methodology provided them with a new outlook on how to shape their own responses. UNDP's *You and AIDS* magazine (March 2004) described the experiences of one participant, an Iranian woman named Maana, who is the coordinator of Persia+. After attending the event, she began communicating with PLWHA from all over the region and pledged to enroll at least fifty new people in her organisation by July 2004. Another REACH initiative, developed in response to demand by PLWHA, is the creation of the Asia Pacific PLWHA Coalition for Advocacy and Capacity Transfer. Developed in partnership with APN+ and INP+, the coalition is designed to strengthen the capacity of PLWHA networks at all levels, and focuses on organisational development, advocacy, care, and support. Specifically, the project is empowering seventeen groups from Bangladesh, Cambodia, China, India, Iran, Myanmar, Mongolia, Nepal, Pakistan, Papua New Guinea, Republic of Korea, Sri Lanka, and Vietnam.

One participant in a regional workshop, Thomas, was the head of the Chinese organisation Care Home, a home for homeless PLWHA in Guangdong. With support

## NETWORKS OF HOPE: GREATER INVOLVEMENT OF PLWHA

from UNDP, Care Home expanded its services and became AIDS Care. At the LDP sessions, Thomas met PLWHA from other countries who provided him with inspiration and assistance in expanding China's network of PLWHA organisations. His dedicated work with AIDS Care helped spur the growth of other Chinese PLWHA organisations, and in partnership with UNDP, donor agencies, and Marie Stopes International (MSI), an international NGO, four provincial PLWHA groups have been formed in China.

**"I hope my story will change lives and remove myths about the epidemic, reduce the stigma and discrimination associated with the epidemic, and tell those living with HIV/AIDS that life is beautiful and worth living each moment of it."**

**Tuberi, a woman living with HIV/AIDS in Fiji (quoted in *You and AIDS* magazine, March 2004)**

At the national level, individuals and groups have come together within UNDP's enabling environment to provide care for PLWHA and those affected by the epidemic. In Cambodia, the initiative "Your Child is My Child," pioneered by LDP participants, provides support for orphans in several provinces. In India, several breakthrough results have been recorded. From May 2003 to March 2004, an LDP was conducted there for PLWHA from all regions of the country. Breakthrough initiatives from this programme included the establishment of community care centres in many districts, outreach for men who have sex with men, self-help groups for HIV-positive women and children, the formation of local, district, and regional PLWHA networks, and increased advocacy for treatment, which has resulted in increased distribution of ARVs in some areas.

In Fiji, UNDP has collaborated with the Ministry of Health, the AIDS Task Force of Fiji, and the Pacific Islands AIDS Foundation to establish the Fiji Network of People Living with HIV/AIDS (FJN+). UNDP has contributed US\$125,000 to help the group establish an office and fund activities. A number of the organisation's members have publicly declared their status, a first for Fiji. They have gone on to discuss HIV/AIDS issues in rural and urban communities, sharing their personal experiences and increasing awareness. This has done much to demystify many myths about HIV/AIDS and to shift attitudes in communities that formerly discriminated against PLWHA. Traditional community leaders and church leaders have also provided strong leadership and support to the group by speaking to communities about the epidemic. Key government leaders including the Minister for Health, the speaker of Fiji's parliament, and the chairman of the Great Council of Chiefs have also

**Breakthrough initiatives from this programme included the establishment of community care centres in many districts, outreach for men who have sex with men, self-help groups for HIV-positive women and children, the formation of local, district, and regional PLWHA networks, and increased advocacy for treatment.**



Tuberi, a person living with HIV/AIDS from Fiji and representative of the Asia Pacific Network of People Living with HIV/AIDS (APN+)

## NETWORKS OF HOPE: GREATER INVOLVEMENT OF PLWHA

**In Cambodia, the initiative “Your Child is My Child,” pioneered by LDP participants, provides support for orphans in several provinces.**

endorsed the group’s work. Members of the group have made presentations at national and regional meetings, which have resulted in invitations to travel to other Pacific Island countries to share their experiences. Two members traveled to the neighbouring island of Kiribati to help plan events for the 2004 World AIDS Day, at the invitation of the Kiribati Parliamentary Committee on AIDS. They also offered support to a young man who had just become Kiribati’s first person to go public with his positive status. UNDP is currently working on a film documentary about PLWHA to use across the Pacific region as a tool for advocacy and innovation. It has also included PLWHA inputs in documents such as the Pacific Regional Strategy on HIV/AIDS.



Education of all children, especially girls, plays a big role in the fight against HIV/AIDS

# Mobilising Artists and the Media

## Breaking the Silence and Beyond

Along with combating stigma and discrimination, UNDP has had meaningful successes in breaking the silence surrounding the epidemic and confronting the problem of denial, both of which have been widespread since HIV/AIDS began to emerge in the region. In many places, the media has served as an important tool in breaking the silence and combating misinformation about the epidemic. At the Goa Arts and Media workshop, participants met to discuss and generate new images, metaphors, and icons of HIV/AIDS and bring about a shift in attitudes toward the epidemic. The approximately 100 participants from India and Nepal included artists, writers, filmmakers, dancers, actors, singers, teachers, government officials, and journalists. During the course of the sessions, they reflected on gender and leadership, support for PLWHA, stigma and discrimination, and the media's role in shaping public perceptions. Language, in particular, was cited as a factor in the way journalists and public figures convey messages. Facilitators pointed out negative and/or harmful words like "victim," "plague," and "prostitute" that should be avoided, as well as inaccuracies like "to catch AIDS," "safe sex," and "to die of AIDS."

**"I have been working to make a full length commercial film on HIV/AIDS and the project was in the final scripting stage when I attended the Delhi workshop. At the workshop I was enlightened about various dimensions of the issues and this knowledge proved fruitful in giving the correct shape to my script. Furthermore, we at Insight Communications, have conceived a series of AIDS awareness messages and are in the process of executing the same."**

**Pushpmitra, film maker, Mumbai (quoted in You and AIDS magazine, March 2004)**

Film has proved to be an important medium in breaking the silence and in reaching large numbers of people across the region. Several films have been made highlighting HIV/AIDS issues in the region and celebrating the lives of PLWHA. These include a music video made at the first Asia-Pacific PLWHA Congress, which features positive images of PLWHA. The film was screened at the Global Community Village at the World AIDS Conference in Bangkok in July 2004. Another film, created after the Amby Valley Art Camp, features leading Indian artists speaking against stigma and discrimination. A third film highlights issues raised at the groundbreaking South Asia Court of Women on the Violence of Trafficking and HIV/AIDS, held in Dhaka.



Senior Advisor for the Asia Pacific region, Sonam Yangchen Rana, Assistant Administrator & Regional Director Asia and Pacific, Hafiz Pasha, UNDP Resident Representative to India, Maxine Olson, Delhi Chief Minister, Sheila Dixit, film actress, Urmila Matondkar and ad film maker, Prahlad Kakkar at the opening of an art exhibition

**Film has proved to be an important medium in breaking the silence and in reaching large numbers of people across the region.**

## MOBILISING ARTISTS AND THE MEDIA: BREAKING THE SILENCE AND BEYOND



Arts and Media participants  
in Cambodia

**In 2003, a group at Cambodia's LDP developed a documentary depicting men as role models, which is now used regularly in HIV/AIDS and gender workshops that reach thousands.**

At one LDP session in Papua New Guinea, the film “Closer Walk,” which depicts people living with HIV/AIDS around the world, prompted one participant to say that although he had already allotted K10,000 to the provincial AIDS committee in his region and promoted awareness, he realized he need to do more. Other leaders expressed similar sentiments. This event and the leaders' reaction were described in an article in the *Post Courier*, whose editor also attended the programme. Thus, the message was carried to a wider audience of influential leaders.

Meanwhile, at the September 2003 arts and media workshop in Malaysia, a group created a photo documentary on PLWHA, with the intention of making the face of the epidemic visible to a wide audience. In Nepal, one LDP group committed to breaking the silence conducted comprehensive HIV/AIDS awareness-raising activities in five districts, in partnership with the Institute for Cultural Affairs. These activities included rallies and processions, candlelight programmes, high school painting competitions, and folk song competitions. Organizers said that the campaign reached at least 1,000 people around the country. In addition, Cambodians participating in the 2002 LDP produced a video on orphans and vulnerable children (OVC) that is now being shown to thousands of viewers nationwide as part of awareness efforts. In 2003, a group at Cambodia's LDP developed a documentary depicting men as role models, which is now used regularly in HIV/AIDS and gender workshops that reach thousands.

### **Bollywood Fights HIV/AIDS**

In addition to these important documentary-style films, a major breakthrough was the creation of the first full-length Bollywood feature film on HIV/AIDS. The film, *Phir Milenge* (See You Again), was directed by Revathy Menon, a leading actress/director, and was released in August 2004. Menon was a participant of the LDP for PLWHA in Kochi, Kerala in September 2003. She also participated in a LDP for Rotarians of Chennai, held in June 2004 in partnership with the Rotary Club of Madras Central. The co-producer Sahara Manoranjan's foray into HIV/AIDS was also in partnership with UNDP. Earlier in 2003 the group partnered with UNDP in the Celebration of Life campaign launched at the Amby Valley Art Camp. The film has already reached millions of viewers through the appeal of its popular stars.

Cambodia's Arts and Media programme only began in the summer of 2004, but already significant results have been reported. There has been more reporting on HIV/AIDS and related issues in the mainstream media, and the tone of the reporting has grown more positive and hopeful. A partnership with the Ministry of Information has also resulted in the wider dissemination of positive messages. Several major channels are providing free or reduced-price TV slots for programmes on HIV/AIDS, and many are sponsoring the free production of spots featuring famous

## MOBILISING ARTISTS AND THE MEDIA: BREAKING THE SILENCE AND BEYOND

individuals talking about the epidemic. TV spots have also been broadcast on public transportation. Special radio programmes on HIV/AIDS have also been organized.

One of the most important impacts of arts and media can be to energise individuals to take action in their own lives. An advertising filmmaker who attended the Goa



Participants at an Arts And Media Workshop in Goa, India.

### Arts and Media: Forum for Life

In June 2004, UNDP Cambodia organized the Forum for Life, which was attended by many prominent arts and media professionals. According to Severine Leonardi, UNDP Cambodia Focal Point on HIV/AIDS, participants really became involved on a personal basis and came together in an unprecedented show of cooperation. Many arts professionals often think of art as an individual effort, but the event made them realize the importance of joining together to use art as a tool in fighting HIV/AIDS. In a country whose social fabric is still torn apart, this is an important step. Participants included singers, actors, filmmakers, and journalists.

Then, in late November, a showcase of works produced by Forum participants was held during the Water Festival, an important holiday, and attracted thousands of people. Many newspaper articles were written about the exhibit, which included photo exhibitions, as well as paintings, plays, and handicrafts made by HIV+ women. In addition, a famous singer who is outspoken in the fight against HIV/AIDS gave a performance.

arts and media workshop introduced HIV/AIDS issues into the policy at his office, and hired a widow living with HIV/AIDS to work with him. He has also become more involved in awareness-raising activities in his community. By involving himself personally in HIV/AIDS work and by hiring a person living with the virus—literally reaching out to touch a person in need—he has sent a powerful message to others around him against stigma and discrimination.

Important partnerships within the world of arts and media have contributed significantly to the scaling up of regional and national programmes. The Asia Pacific Media Network was created in 2002 to connect journalists throughout the region and

**“UNDP’s strategy in working with the Arts and Media sector has a fundamentally different approach from numerous other media initiatives. Instead of downloading information and using them as channels to disseminate it, our approach generates a response from each and every individual and makes them real stakeholders in the response to HIV/AIDS. This is a paradigm shift – and it creates a sustainable movement, not one-off events.”**

**Gulan Kripalani**, *Communication Advisor, HIV/AIDS Group, BDP, UNDP.*

**One of the most important impacts of arts and media can be to energise individuals to take action in their own lives.**



Ad film maker, Prahlad Kakkar, participates in the Arts And Media Workshop in Goa, India.

## MOBILISING ARTISTS AND THE MEDIA: BREAKING THE SILENCE AND BEYOND

### Stories of Hope

In Papua New Guinea, the launch of the LDP provided an opportunity for media coverage on HIV/AIDS, which was little or non-existent before the programme began. In addition to TV programmes, many articles were written about the LDP, featuring participants (including a PLWHA), and raising issues about the epidemic. The *Post-Courier* has provided an important platform for spreading messages of hope about HIV/AIDS. Its editor, Oscar Philemon, participated in the LDP and has mobilised his paper to expand HIV/AIDS coverage. He also supports drama groups that travel to rural areas with no access to print or television news. One story in the *Post-Courier* highlighted the difficulties PLWHA face when they are abandoned by their families because of their status. Rather than simply focusing on this negative aspect, however, the story focused on the outreach efforts by caring individuals who are providing support for PLWHA. It featured two mothers who have set up home-based care after one of them took in a young, very ill woman who had been thrown out by her family. The article described the centre's plans for expansion, and emphasised the fact that its founders also talk to their own families about HIV/AIDS. Stories like this pave the way for the empowerment of women in the fight against stigma and discrimination, and highlight the central role they play in care and support.

**Important partnerships within the world of arts and media have contributed significantly to the scaling up of regional and national programmes.**

enable them to share knowledge and experience, thus furthering UNDP's mandate for advocacy and communication. Media partnerships also help in efforts to halt the spread of the virus in areas where it has not yet taken hold. A media fellowship programme for nine journalists from three low-prevalence countries—Sri Lanka, Nepal, and Pakistan—is being implemented in cooperation with Panos, a leading media advocacy group. Three journalists from each country will participate. The programme will contribute to increased commitment and sensitization to AIDS issues among key stakeholders in the national media of these countries. At Malaysia's arts and media workshop, partnerships were forged between UNDP and TV3 (the country's largest station), NTV7 (its second largest station), Radio RTM (a nationally-owned network), and the independent filmmaker and producer Lina Tan. Other participants in the workshop came from important NGOs including Pink Triangle, Federation of Family Planning Associations, the Malaysia AIDS Council, Pengasih, Penang Office for Human Development, and the Sarawak AIDS Concern.

In addition, UNDP partnered with MTV to begin a one-year media campaign on HIV and Development in the South Asia region. Launched in November 2003 with a concert in Mumbai, the campaign also features TV programming about HIV/AIDS, including the *Quiet Storm* film. MTV will air 300 public service spots on HIV/AIDS over a year. They are airing the spots—which would have cost over US\$500,000—for free. With a large regional audience, the spots have been viewed by millions of people in South Asia.

# Partnerships for Results

**Along with supporting national responses and empowering individuals, communities, and groups, UNDP seeks to promote partnerships between key actors in the fight against HIV/AIDS.**

Facilitating partnerships between governments, non-governmental organisations, civil society, the private sector, development partners, and UNAIDS cosponsors is one of the ways in which UNDP helps to ensure a sustainable response that responds directly to the needs of affected people.

## **UNAIDS**

UNDP works in partnership with other UNAIDS cosponsors, coordinating and collaborating in joint activities for measurable results. Among UNAIDS cosponsors, UNDP's unique contribution is to focus on actions to create an enabling policy, a legislative and resource environment essential for effective development planning, and a truly multi-sectoral response to the epidemic. UNDP's strategies generate synergies with the work of other agencies, and support them in achieving their goals through an enabling environment and capacity development.

One of UNDP's most vital collaborations is the promotion of "Three Ones" at the country level, working with National AIDS Coordinating Bodies, key donor governments and UNAIDS cosponsors to strengthen responses to HIV/AIDS. The principles are one agreed HIV/AIDS framework that provides the basis for coordinating the work of all partners, one national AIDS coordinating authority with a broad-based multisectoral mandate, and one agreed country-level monitoring and evaluation system. Key to the principles is ensuring exceptional AIDS action is maintained to speed up the response and make effective and efficient use of resources toward sustainable results. At the same time, this requires that AIDS action is mainstreamed into routine development and social service provision.

UNDP is also working with WHO to support their "3 by 5" initiative. Community treatment supporters are being involved using the CCE methodology.

## **Private Sector**

Workplace settings offer an ideal platform for spreading awareness and messages of hope to a large and vulnerable segment of the population. Conducting prevention education and support activities in the workplace is also important from an economic standpoint, since HIV/AIDS depletes human resources and threatens the most productive segment of society (people aged 15-49). Therefore, addressing HIV/AIDS at this level will alleviate its potential socio-economic impact (as described

**Workplace settings offer an ideal platform for spreading awareness and messages of hope to a large and vulnerable segment of the population.**

in the UNGASS goals) and contribute to the worldwide goal of eradicating extreme poverty and hunger (MDG 1).

One of the most successful partnerships to emerge from UNDP's work in Asia is the "HIV & You" programme in India. This unique collaboration between the corporate sector, PLWHA groups, and UNDP has achieved extraordinary successes in reaching out to workers in medium- and small-scale industries, many of whom are migrants. "HIV & You" represents an important milestone for UNDP: it is the direct result of a request from a company for assistance in dealing with HIV/AIDS. After discovering that one of its employees was HIV+ and realizing that it was not equipped to deal with this situation, Jubilant Organosys Ltd came to UNDP to ask for training sessions for employees at all levels. The result was a partnership between Jubilant Organosys, UNDP, and INP+, which agreed to provide PLWHA as trainers.

The programme was launched in May 2003 at one of the company's plants in Gajraula in the state of Uttar Pradesh, an industrial area that has attracted many migrants. In addition to formal training sessions for management, laborers, cleaners, and security personnel, two informal sessions were held outside in the place where truckers and migrant laborers gathered every evening. The informal sessions used language these men would feel comfortable with, and by the second day, this group had grown to about 500 people. As the formal and informal sessions progressed, facilitators noticed that participants became more willing to speak, and more open in asking for information. In addition, many people in the Gajraula factory decided to reach out to help the man who had initially been revealed as HIV+. Overall, these initial sessions reached over 100 executives from Jubilant, fifty other executives and members of local organisations, 250 Jubilant workers, 700 migrant workers, and 250 drivers and cleaners. In addition, one of Jubilant's executives held a knowledge-sharing meeting in a nearby village, attended by about 150 villagers. Such community meetings have enormous reach, since participants generally return home and talk to their families and friends about what they have learned.

A second group of sessions was held in December 2003 at a Jubilant plant in Nira, Maharashtra, another area with a high migrant population. Maharashtra Network of People Living with HIV (NMP+), an affiliate of INP+, participated along with the original partners. This programme included nine sessions held over three days, which were attended by about 800 people affiliated with the company. An unexpected outcome was a request by security guards for a special information session. Sessions were also held for members of nearby communities: including sessions for students at two local colleges, a separate session for professors, and workshops in three villages, including two youth programmes.

The success of these two programmes has shown the way for future partnerships with the private sector. By involving management, such programmes give execu-

**"HIV & You" represents an important milestone for UNDP: it is the direct result of a request from a company for assistance in dealing with HIV/AIDS.**

## PARTNERSHIPS FOR RESULTS

tives the opportunity to connect with workers, migrants and their communities, and to protect their vital economic interests, which are dependent on a strong and viable workforce. “HIV & You” has also fostered important connections between companies and PLWHA organisations, by using members as facilitators. This has the added impact of exposing workers to PLWHA, in order to combat many popular misconceptions about how people live with the virus. Finally, the programme is easy to implement and sustain. It is relatively cost-effective: the company pays only for the PLWHA trainers and allows employees time during the day to attend sessions. Managers become important advocates in encouraging workers to attend sessions that will benefit both groups, and as part of the programme, the company must designate a person to follow up and ensure that the workshops’ results are carried out and continued.

Another Indian partnership, Project Outreach, brings together UNDP, the National Institute of Information Technology (NIIT), the country’s largest IT training company, and NIS Sparta (a company that conducts corporate training in leadership development). This programme enlists IT professionals and those interested in the field as peer educators about HIV/AIDS. In addition to boosting corporate social responsibility, the programme aims to educate IT professionals about HIV and enable them to spread the message to students. Technology provides a unique vehicle for conveying information; the peer educators are committed to spreading the word through e-mail and the Internet. In addition to being efficient and cost-effective, the web enables educators to reach thousands and to effect transformation at a grassroots level. The success of the project prompted government organisations like Indian Railways and the Delhi Police, as well as private corporations, to ask NIS Sparta for training with an HIV component. The project plans to expand to NIIT centres covering 600,000 students.

### ILO

In Cambodia, the garment industry employs the largest number of young women, many of whom have left their families in order to find work and are extremely vulnerable to HIV/AIDS. Therefore, this programme has the potential to reach thousands of workers as well as their families and friends. At the sessions, union leaders and other workers reflected on Buddhism and leadership, workplace conditions, and gender issues. The programmes initially reached over 1,500 workers, but there is no doubt that word has spread to an even greater audience. After these workshops, the garment workers spread the information they had learned to other people at the factory, and requested more educational materials from the organizers, in order to spread the message to an even greater number of their peers. They are living proof that an effective message has the power to spread beyond its original audience. The International Labour Organisation (ILO) is currently working with UNDP’s methodology on CCE within government factories.



IT professionals use the web to spread awareness

**Technology provides a unique vehicle for conveying information; the peer educators are committed to spreading the word through e-mail and the Internet.**



Mumbai, with a population of over 13 million people, is one of eight cities where the UMP is mobilising stakeholders to develop responses to HIV/AIDS.

**CSOs are also closely cooperating with each other in cross-border rescue, rehabilitation, and reintegration of trafficked persons through informal processes, by working with law enforcement officials on the borders.**

## PARTNERSHIPS FOR RESULTS

### UMP and UN-Habitat

UNDP has partnered with the Urban Management Programme (UMP) to develop responses in eight cities worldwide, including Mumbai, the largest metropolis in India. In the high-prevalence state of Maharashtra, Mumbai reports more than 60% of all cases of HIV/AIDS—estimated at 350,000 people. It is the only city in the country to have its own AIDS Control Society (the other societies are state-based). UMP's response consisted of creating a city profile to map the epidemic, holding three city consultations with key stakeholders, and supporting leaders in creating strategic plans and breakthrough initiatives. The project was undertaken in partnership with the All-India Institute of Local Self-Government (AIILSG), the anchor institution of UMP in South Asia, and the Mumbai District AIDS Control Society (MDACS). At the second consultation, participants formulated an action plan and breakthrough initiatives, which included: sensitisation for mill workers, home-based care for HIV/AIDS-affected commercial sex workers, counseling for women, empowerment of parents, the creation of a directory of resource people, expansion of VCTC activities, sensitisation programmes in workplaces to educate people that men who have sex with men exist in all populations, and the implementation of preventive and social medicine in urban health centres. These projects were implemented within a span of eight weeks and produced important results. At the end of the process, these results were evaluated, and a strategy of implementing a set of concentrated efforts within each ward of the city was created. In Cambodia, UNDP and UN Habitat have launched a programme to deal with HIV/AIDS in urban areas and to involve the voices of urban residents in planning.

### CSOs

UNDP also works with civil society organizations to strengthen national and regional responses to HIV/AIDS. In Asia, it works with networks of CSOs to deal with the issues surrounding HIV/AIDS and migration and to respond to the needs of vulnerable populations. CSOs are also closely cooperating with each other in cross-border rescue, rehabilitation, and reintegration of trafficked persons through informal processes, by working with law enforcement officials on the borders. Given the tight laws, these actions have to be done in a low-profile manner. However, individual cases have been documented in the annual reports of CSOs.

### GFATM

UNDP has partnered with GFATM to provide capacity development in several countries. In Asia, UNDP is the principal recipient (PR) of a GFATM grant in Myanmar. A draft plan of action has been created for preparatory activities, implementation, and human resources needs. It may also become the PR in Iran and the Democratic People's Republic of Korea. In Cambodia, UNDP is providing capacity development support to the PR, the Ministry of Health.

# UNDP and the HIV/AIDS Workplace Initiative



A poster promoting the We Care Programme within the UN family.

**“There is no more important issue facing the world today than HIV/AIDS. In order for us to help our programme country clients on this, we must first learn to walk the walk as well as talk the talk.”**

**Mark Malloch Brown, Administrator, UNDP**

## **We Care: We walk the talk**

While UNDP works around the world to address the underlying causes fuelling the epidemic and ensure an environment free from stigma and discrimination, it is also deeply aware of the impact of HIV/AIDS on its own staff. The We Care initiative supports the implementation of the UN Personnel Policy on HIV/AIDS in the workplace, ensures the rights of those living with HIV/AIDS and promotes a supportive work environment that is free from stigma and discrimination.

The twenty-two country offices where the We Care programme has been rolled out are taking great strides in making their workplaces truly AIDS competent. We are beginning to understand that HIV/AIDS is not “out there” but among us – and in order to make a difference to the way the world responds to it, we must begin with ourselves.

The UNDP Administrator, Mark Malloch Brown, has emphasised the need for the learning strategy of We Care to become integrated into every staff member’s work-plan. In response to this initiative, a number of creative events and activities have begun the process towards breaking the silence and denial surrounding HIV/AIDS within the organization – UNDP staff, along with partners from other UN agencies, are now talking about HIV/AIDS more openly and are committed to making their offices free of stigma and discrimination. People are better informed about their rights and responsibilities and we are beginning to “walk the talk” in a way that was not possible before.

**In Nepal**, the UN policy on HIV and AIDS has been translated into the local language. The office has also conducted a series of half-day orientation workshops on general awareness, transmission routes, risks and vulnerability factors, prevention measures, non-discrimination, etc for all the staff members and their dependants. Key information on the UN personnel policy on HIV/AIDS, PEP kits, their locations, custodian and their contacts, VCT Centres, etc. are posted on notice boards in strategic locations in the UN House compound.

**UNDP staff, along with partners from other UN agencies, are now talking about HIV/AIDS more openly and are committed to making their offices free of stigma and discrimination.**



We Care Programme Kit

**With the commitment of the organisation at all levels, the We Care initiative is poised to make UNDP a truly AIDS competent employer in every single country office.**

## UNDP AND THE HIV/AIDS WORKPLACE INITIATIVE

**In Malaysia,** We Care has enlisted the help of outside professionals with real-world experience in HIV/AIDS to deliver presentations for staff members. Interactive learning groups have also been formed to address issues relating to HIV/AIDS and all staff members of all UN agencies have been given a list of local institutions providing care, including VCT and ARV treatment centres.

**In Cambodia,** orientation on Voluntary Confidential Counseling and Testing (VCCT) has been organized for peer educators, in collaboration with the NCHADS AIDS Care Unit. Peer educator trainings on the basic facts on HIV/AIDS has been held by the inter-agency training team. Twelve UN organizations participated in this initiative, including UNV, UNDP, UNODC, UNICEF, UNFPA, UNESCO, WHO, ILO, WFP, FAO, UNHCR, and UNCOHCHR

**In China,** We Care has fostered a sense of collective responsibility, cooperation, and community among the staff. 500 UN staff and family members joined together on UN Day to form the “We Care Choir.” The group was led by a little girl singing:

Together we enjoy  
Together we endure  
Together sharing all our hopes and dreams  
Together we bear pain  
Together we bear faith  
Together we all share the same love too.

**In Papua New Guinea,** the We Care programme was an extraordinary success among the staff members. The positive results of the initiative have prompted the government to request We Care advisors to establish workplace programmes for the staff of various government institutions and ministries.

While We Care was generated as a UNDP initiative, it has gained wide acceptance from all UN partners. With the commitment of the organisation at all levels, the We Care initiative is poised to make UNDP a truly AIDS competent employer in every single country office.

# The Way Forward

The Asia Pacific region is one of the most complex and diverse parts of the world. It has enormous human resources and tremendous intellectual capital. Some of the biggest technological strides have been taken in this region and several nations have made significant development and economic advances. In many countries, the media is highly sophisticated and has the capacity to reach and influence billions of people. Yet, the region continues to have deep social divides. It has the highest number of illiterate people in the world. Millions of women and girls are denied basic rights, including the rights to education and health services. The number of people surviving below the poverty line is one of the highest in the world, and class and caste barriers are deeply ingrained within many social structures. All of these factors play a central role in creating an environment in which the HIV/AIDS epidemic thrives and spreads. To change this prevailing scenario, an intellectual understanding of the issue is not enough. A paradigm shift is required in order to halt and reverse the spread of the disease – and this needs transformation at every level of society.

UNDP's response to HIV/AIDS has focused on **generating a response** from stakeholders and leaders at every sector and level of society – government, civil society, the private sector and communities. The Leadership for Results programme, with its unique methodology, has created a new opening and opportunity for individuals in every section of society to take personal responsibility and make commitments to take action and deliver results. Over the past three years, UNDP along with other development partners has achieved extraordinary results in Asia and the Pacific region. The programme has generated a response in country after country, breaking the silence and denial and enabling people to recognize and act on the basis that this complex disease requires a complex response. UNDP will continue this important initiative in the future.

The Leadership for Results programme has addressed the **governance challenge and enabled institutions and organisations to overcome inertia and function effectively**. Today, governments and institutions in virtually every country are demonstrating a strengthened commitment. In the coming years, this critical area will continue to receive UNDP's support and assistance. By integrating the methodologies of the Leadership for Results programme in addressing the enormous challenges of national and district level strategic planning and implementation, UNDP will work towards **sustaining the momentum** that has been created and **scale up the response** in nations and across the region.

Women's lack of power is a central **underlying issue** in all countries across the region, and is viewed as a key area of priority when dealing with HIV/AIDS, along with stigma and discrimination. Addressing **gender disparities** and the empowerment of girls and women will continue to be given primary attention, and the methodologies



A strengthened commitment is required for the benefit of all, especially the future generation.

**The Leadership for Results programme, with its unique methodology, has created a new opening and opportunity for individuals in every section of society to take personal responsibility and make commitments to take action and deliver results.**

## THE WAY FORWARD

of the programme will be integrated into initiatives to address trafficking, mobility and migration. New legislation to protect and empower girls and women is currently being formulated – and this will remain an important area of UNDP's strategy in the region.

The Leadership for Results programme has enabled vocal and empowered networks of people living with HIV/AIDS to be formed nationally and regionally. By supporting these networks, UNDP will continue to work towards **reducing stigma and discrimination** against PLWHA and enable them become key spokespersons in the response. This initiative will not only work towards ensuring human rights for the affected communities but also increase the creation of VCT centres, access to condoms and treatment facilities. Most importantly, it will create the environment in which people will be encouraged to go in for testing to know their HIV status.

Through the **TRIPS and Trade** initiatives people today have the ability to access treatment and drugs and forge South–South collaboration. This important area will be further strengthened through the integration of the methodologies of the Leadership for Results programme.

UNDP's engagement with the **arts and media sector** with its enormous capacity to reach and influence millions has already shown remarkable results. Sensitive and innovative programmes are being created—and being beamed directly into millions of households—touching and changing lives. By generating new icons and metaphors, artists and media practitioners in the region are today real partners and stakeholders in the response to HIV/AIDS.

UNDP's key mandate is **capacity development**. In every country where it has a presence, UNDP will focus on enabling people at every level and every sector to take action to change the prevailing conditions. Continuing to build **partnerships** is also key to the ongoing success of L4R, as individuals, groups, and countries share their lessons with others. Such partnerships are key in addressing cross-border issues like **migration and trafficking**. UNDP's success in partnering with other UN agencies as well as with the private sector, networks of CSOs and PLWHAs has proven that the programme has taken root and will continue to flourish given the right support.

Several countries have used the Leadership for Results methodology beyond HIV/AIDS to address other development goals such as poverty reduction and gender equality. The Leadership for Results programme has effectively shown that this needs to be the key strategy if we are to realize our goals. It empowers individuals in small villages and in the corridors of power—and has the inherent capacity to be taken to scale across nations and geographical boundaries.

**In all countries where it has a presence, UNDP will focus on enabling people at every level and every sector to take action to change the prevailing conditions.**

## THE WAY FORWARD

UNDP's **We Care** programme continues to grow and to ensure the organisation's commitment to support staff members and their families living with HIV/AIDS.

Person by person, family by family, and village by village, attitudes toward HIV/AIDS are beginning to change. With each individual who shakes the hand of a person living with HIV/AIDS for the first time, each person who goes home and talks to his family about testing, and each ordinary citizen who decides to become a leader, the forces for change are gaining momentum.

While an important and significant beginning has been made, there is still much work to be done. The stories of breakthrough results in country after country have reinforced UNDP's belief that Leadership for Results has the potential to change the world through a deep and profound social movement.

Every success is not an end but a beginning. Each extraordinary result can, and should, lead to strengthened efforts to expand the response and to involve leaders at all levels of society to make a real difference. Asia Pacific has enormous intellectual capacities as well as excellent policies, and yet this knowledge has not been translated into a new reality for the region's most vulnerable groups, including women and the poor. The challenge for Asia is to create a new mindset in order to break social barriers and structures that keep the region from developing further. The social movement unleashed by UNDP has the power to touch millions across the Asia Pacific region, empowering them to create a positive future for themselves and for succeeding generations.

**"HIV/AIDS is preventable and a world without AIDS is not an impossible dream."**

**Sonam Yangchen Rana,  
Senior Advisor for the  
Asia Pacific Region**

The social movement unleashed by UNDP has the power to touch millions across the Asia Pacific region, empowering them to create a positive future for themselves and for succeeding generations.





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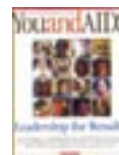
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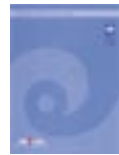
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UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build better lives. UNDP is on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and its wide range of partners.

World leaders have pledged to achieve the Millennium Development Goals, including the overarching goal of cutting poverty in half by 2015. UNDP's network links and coordinates global and national efforts to reach these Goals. The organization's focus is on helping countries build and share solutions to the challenges of:

- Democratic Governance
- Poverty Reduction
- Crisis Prevention and Recovery
- Energy and Environment
- Information and Communications Technology
- HIV/AIDS

UNDP helps developing countries attract and use aid effectively. In all its activities, UNDP encourages the protection of human rights and the empowerment of women.



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